

Plain Talks & News



TOLEDO BEND
AUGUST, 1968

BUSINESS SUITS AND BRIEFCASES

School bells will soon signal the end of summer and the beginning of classes for millions of youths in schools and colleges across the nation. Summer jobs will become memories, picnic photos will be pasted importantly in albums and drug stores will begin doing a land office business in erasers, colored pencils and loose leaf binders.

The start of school each year serves to remind us anew that the true wealth of our nation is vested in our youth. In reflecting on this, we are encouraged by the fact that today's young people are taking part in the political, business and social affairs of our land at an ever lowering age level. Even the long haired, unshaven products of poor judgment and misconception we note in newspapers and on television almost daily picketing the latest "evil" of our society, are demonstrating nothing less than a left-handed brand of patriotism.

Though the large majority of our young people will never protest anything more than the non-use of the family auto on Saturday night, all young people today are much more involved and spend more time contemplating important affairs of our day than those of us in the present generation did at their age. Increased education and better news coverage can be credited as principal causes of their involvement.

Every generation is loath to admit that the next generation is likely to do a better job than their own. It is a fact, however, that if we have done a proper job of educating and guiding our youth, nothing can attest more to our own greatness than their success.

It is difficult, at times, to see a future business leader beneath a head of long, unruly hair, or to imagine some of our mini-skirted teenie boppers as the mothers for whom another generation will wail on their first day at kindergarten. In due time, though, the sweatshirts and sloppy shoes will be replaced by business suits and briefcases and the nation will be in the hands of the best informed, most well educated generation in its history.

News Briefs



MR. RICHARD ADDRESSES ANALYSTS, INVESTORS

Our Company's affiliation with the Pacific Coast Stock Exchange set the stage for talks by Mr. Richard in Los Angeles July 31 and August 1. The first day of trading for the Company began July 30. Anticipating future growth, Mr. Richard told the West Coast security analysts that our construction program for 1968-72 is estimated to total about \$600 million of which about half is for new generating facilities and \$182 million for new higher voltage transmission lines.

In Chicago on August 9, Mr. Richard told Chicago investors that the Gulf Coast area of Texas and Louisiana has all the ingredients for industrial expansion. Climate, water supply and industry-minded state governments are factors to consider in building new plants, he said, and this area has them all. He noted that our Company is ever ready to supply the electrical power needed to operate these plants.

SECURITY SALES PAY BILLS

Gulf Staters still can take the strain off their pocket books by selling security lights. If the expenses incurred during summer vacations put a dent in the bank account of non-sales employees, the sales could prove especially beneficial. Thus far, 15,072 lights have been sold throughout the system. Since the beginning of the year, 2,064 have been sold, which compares favorably with the 2,406 sold during the entire year of 1967. Non-sales employees have four and a half months remaining to push the sales of security lights.

GULF STATERS CAN PRACTICE BACK-TO-SCHOOL SAFETY

Safe driving practices should be paramount in our minds throughout the year but especially in the next few weeks as our children begin returning to school for the fall semester. School zone signs which have not been in effect during the summer months again will be posted to remind drivers to slow down and be alert for children at street crossings.

The increasing number of youngsters riding bicycles and motor scooters to school poses still another hazard. Although the National Safety Council reports the majority of bike-car collisions are the fault of the child, we, as adults, should call on past experience to help keep our streets safe.

TAKE PRECAUTIONS IN THE EVENT OF HURRICANES

The U. S. Weather Bureau has warned that the fast-approaching hurricane season could be especially violent this year. The Gulf Coast area of Texas and Louisiana, which comprises a vital portion of our system, is a vulnerable one. The weather bureau advises the public to listen for all forecasts, warnings and reports on hurricanes. Rumors, however, should be ignored.

Persons in low-lying areas should always be aware of the danger of high tides, storm waves and rising water from nearby streams. The house, if on high ground, generally is the safest place to weather the storm, but ample food supplies should be kept on hand. Drinking water should be stored in the event city water supplies are interrupted.

Any loose utensils such as garden tools, garbage cans, toys, signs, porch furniture and others should be stored inside if possible to avoid being struck by these objects during high winds. If the center, or "eye," of the storm passes directly over, says the weather bureau, there will be a lull in the wind lasting from a few minutes to half an hour or more. Additional safety precautions can be taken at this time, but it is well to remember the wind will return suddenly from the opposite direction at an even greater violence. The key to safety during the storm is to remain calm.

SIGHT-SAVING

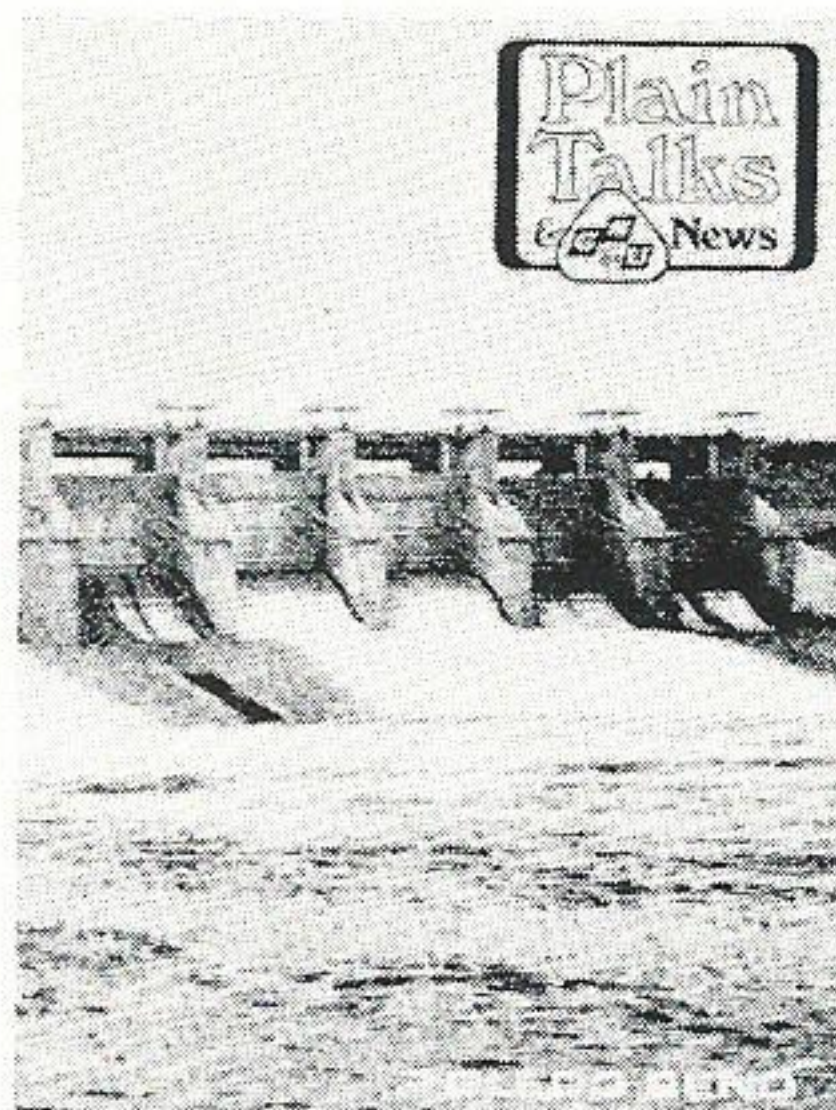
DRIVE LAUNCHED

The Texas Society for the Prevention of Blindness deserves the support of our employees and of every citizen in this state in its September Sight-Saving Month campaign. The society hopes to alert the community to the many causes of blindness before they strike. Half of all blindness is preventable, the society says, and we wish the group every success in achieving its goals during this month.

There are an estimated 426,000 blind persons in this nation today and before another year passes it is estimated 33,500 more Americans will lose their sight. Complete eye examinations are urged regularly to further decrease the likelihood of eye diseases, the main causes of blindness.

HYDROELECTRIC POWER PUBLICATION ISSUED

A new publication, "Hydroelectric Power Evaluation," has been issued by the Federal Power Commission as a guide for the evaluation of hydroelectric power aspects of water resource development. The publication also will be used in the licensing of non-federal hydroelectric power evaluation procedures and guidelines for planning hydroelectric developments as parts of comprehensive river basin plans are updated in the manual.



OUR COVER

Toledo Bend Dam is spotlighted on this month's cover. The \$68 million project straddling the Texas-Louisiana border on the Sabine River is nearing completion. See story p. 2.

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Tycoons

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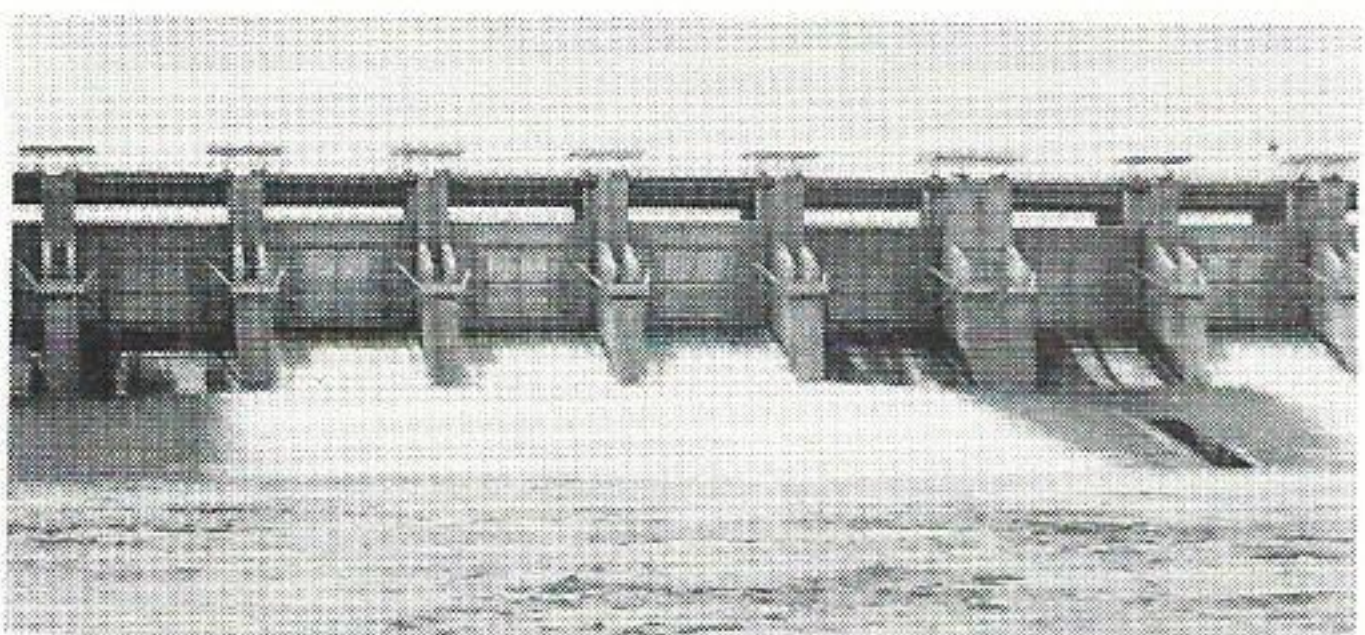
Truck

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Hobby

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Toledo Bend

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GULF STATES UTILITIES EMPLOYEES

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Member 

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TOLEDO

AFTER three years and \$68 million dollars, the East Texas-western Louisiana area is a dam site richer.

Nearing completion in the area is the Toledo Bend Dam and Reservoir. Magnificent today, the project promises an even brighter future. Industries have begun locating in the area, fishermen are reporting bass catches of up to five pounds, and a broad area of East Texas has been spared the expense and heartbreak of flooding.

Mighty Toledo Bend sprawls across a long stretch of the Sabine River where Texas and Louisiana meet. It was built at a cost of \$68 million with no federal funds being used in permanent financing.

Gulf Staters can take special pride in this project, for our Company and its employees on both sides of the Sabine played a key role in its development. The 85,000-kilowatt generating facilities on the reservoir will be manned by Gulf Staters. The Company will purchase half the power from the facilities, and two Louisiana electric firms will split

rock formation below. Eventually, the river discovered a weak spot in the natural dike and there the Sabine cut its bed.

Had it not been for this ridge and the natural rock formation, there could not have been a Toledo Bend Dam. The dam merely patches up an old leak in a natural dike. Men and machines, over a three-year span, have plugged a gap it took nature millions of years to create.

THE formula that developed this tremendous project is simple. Take a few million people from neighboring states, add dedicated businessmen and politicians and mix them with \$68 million. The result is the Toledo Bend Dam and Reservoir.

Income from recreation alone is expected to pump \$71 million annually into state coffers. The project also will breathe economic life into an area starved for industrialization. Since construction began three years ago, Owens Illinois, Inc., and the Boise-Cascade Company have announced plans for
(Continued over leaf)

BEND: A Salute To Bi-State Cooperation

the remaining power load.

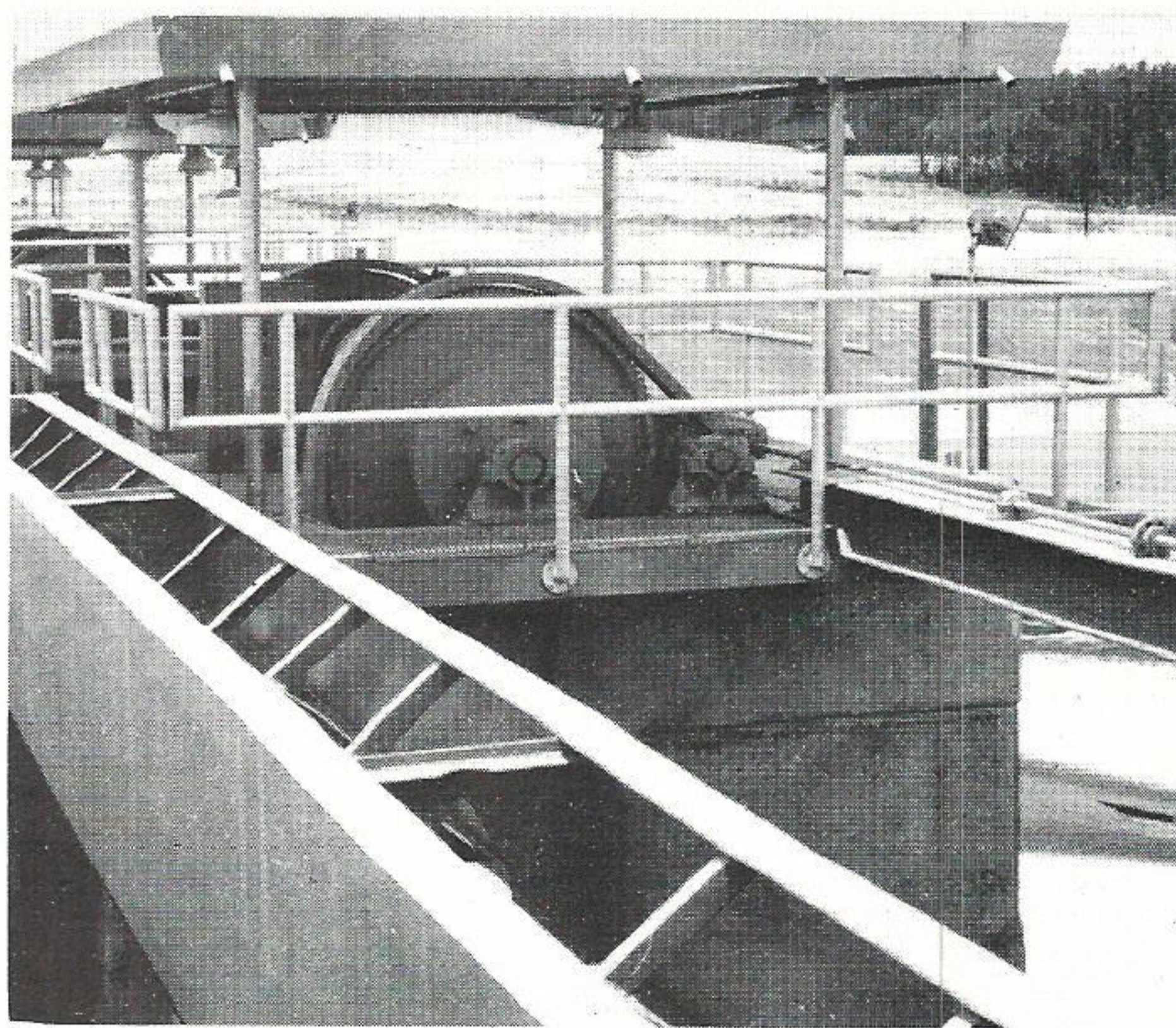
THE dam site is in Newton County, Texas, and Sabine Parish, Louisiana, near Burkeville, Tex., and Hornbeck, La. Eventually, perhaps by next year, the reservoir will extend 65 miles up the Sabine River above Logansport, La., about 40 miles southwest of Shreveport, and will inundate land in Sabine, Shelby and Newton Counties in Texas, and Sabine and DeSoto Parishes in Louisiana. It will be the largest man-made body of water in the South.

Millions of years ago, the Gulf of Mexico invaded this land of sun and pines. She attacked, swallowed the land and its resources, then retreated to the familiar boundaries we know today.

In her wake, the Gulf left what became the Sabine River.

Slowly, the river snaked its way toward the mighty ocean.

Midway in its journey, the Sabine was blocked by a huge upthrust of earth caused by a massive



Giant pulleys control the flow of water through sluice gates of Toledo Bend Dam. This water source already is attracting several large industries to the area.

new facilities in the area. The existence of Toledo Bend, with its bountiful water and power supplies, were factors in the location of these plants.

Launching ramps, boats marinas, picnic areas, camp sites, motels, cabins, fishing piers and swimming facilities are either planned, under construction or completed on the lake. The shore line is privately owned, so developers and individuals interested in cabins or homes can purchase land down to the water's edge.

The Texas and Louisiana wildlife departments in 1967 stocked the lake with almost four million large-mouth bass, and fishermen are bringing in two-pounders with regularity. Five-pound bass, which undoubtedly were in the Sabine before the lake was constructed, are not rare.

The profusion of flowers, plants and shrubs amid the stately pine trees and live oaks make the area a natural setting for most outdoor activities. For Gulf Staters, the drive from any portion of the system is not lengthy. It is accessible from either side of the Sabine.

As a key flood control measure, the project will prevent losses from floods totalling millions of dollars annually. In fact, the U. S. Weather Bureau says heavy rains in the area this year could have produced the worst flooding in history had it not been for the Toledo Bend Reservoir with its 7,190 miles of drainage area.

The possibility of a canal linking Toledo Bend with nearby Sam Rayburn Reservoir is being discussed with the likelihood that the canal could be extended up the Neches-Angelina watershed to the Jacksonville-Palestine, Tex. area.

The abundance of water will benefit agriculture and industry such as rice farms, pulp and paper mills, petrochemical complexes and other businesses. The 205 million kilowatt-hours of electricity gener-

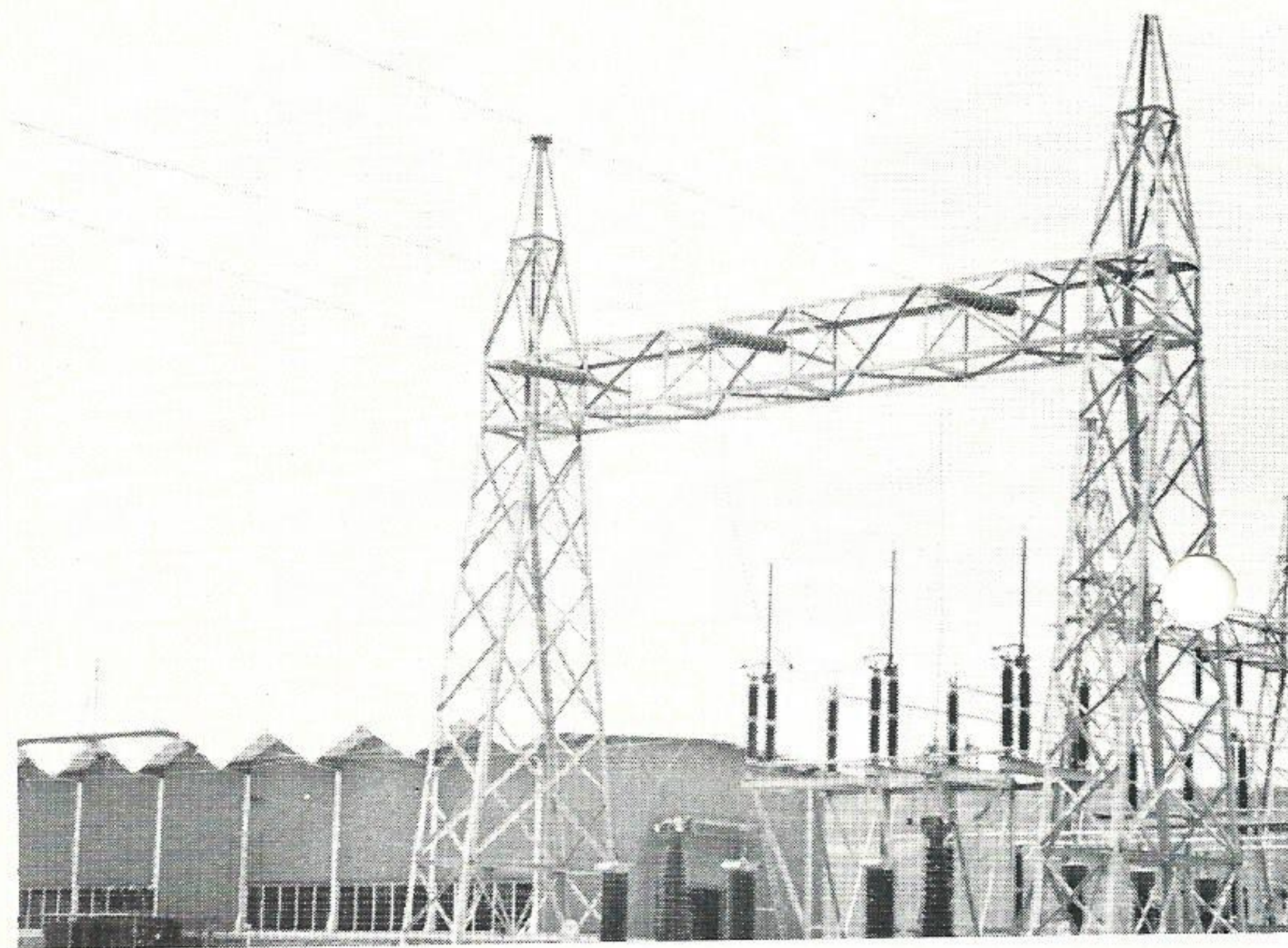
ated by Gulf States will further boost the industrial economy.

The joint Texas-Louisiana venture also was a lesson in states' responsibility. Each state appropriated \$15 million toward the building of the dam and reservoir. Our Company and the two Louisiana power firms issued bonds totaling another \$30 million against anticipated electric power income.

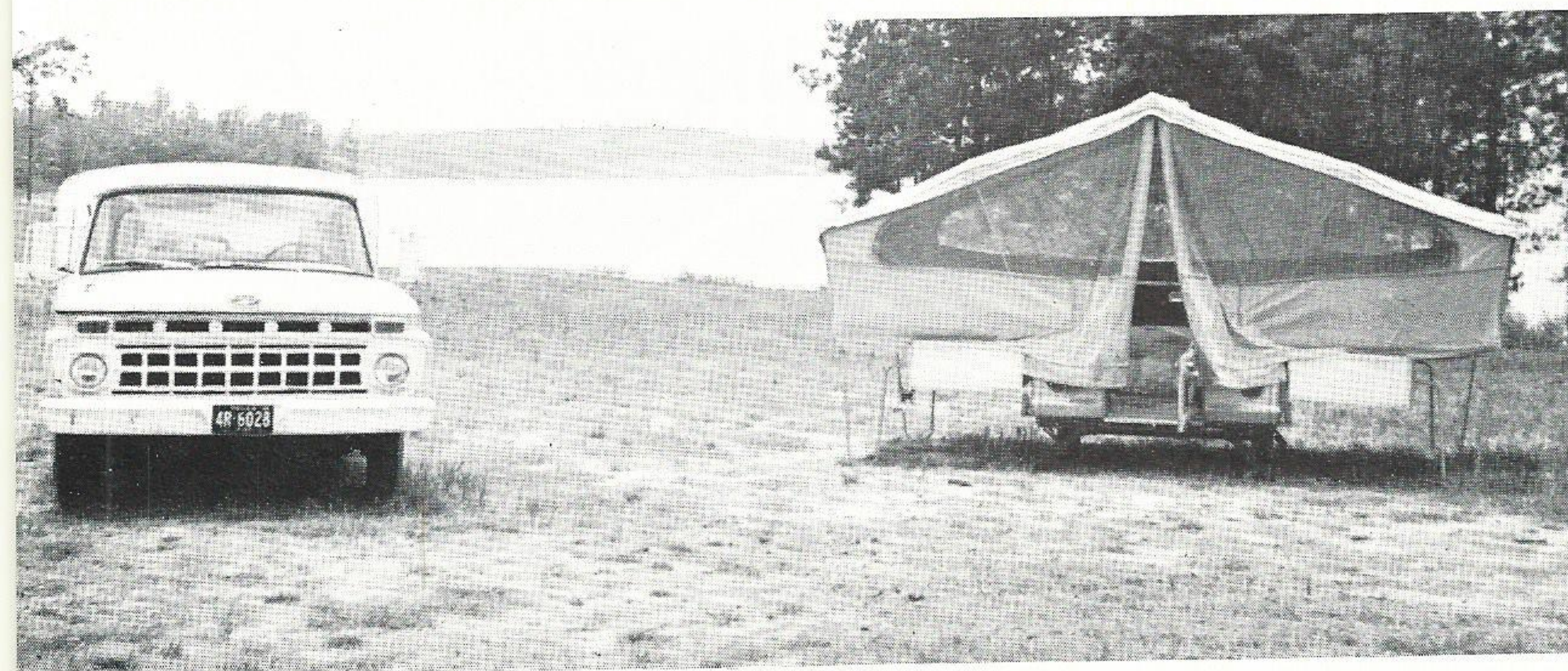
When it was discovered an additional \$8 million would be needed, the Sabine River Authority of Texas issued \$4 million in general revenue bonds and the State of Louisiana put up another \$4 million from its general revenue fund to complete the project.

In effect, the two states were showing that such a mammoth project could be achieved without adding to the tax burden of the nation.

So Toledo Bend is more than a recreational paradise, flood control project or economic shot in the arm. It is a capsule of American principles.

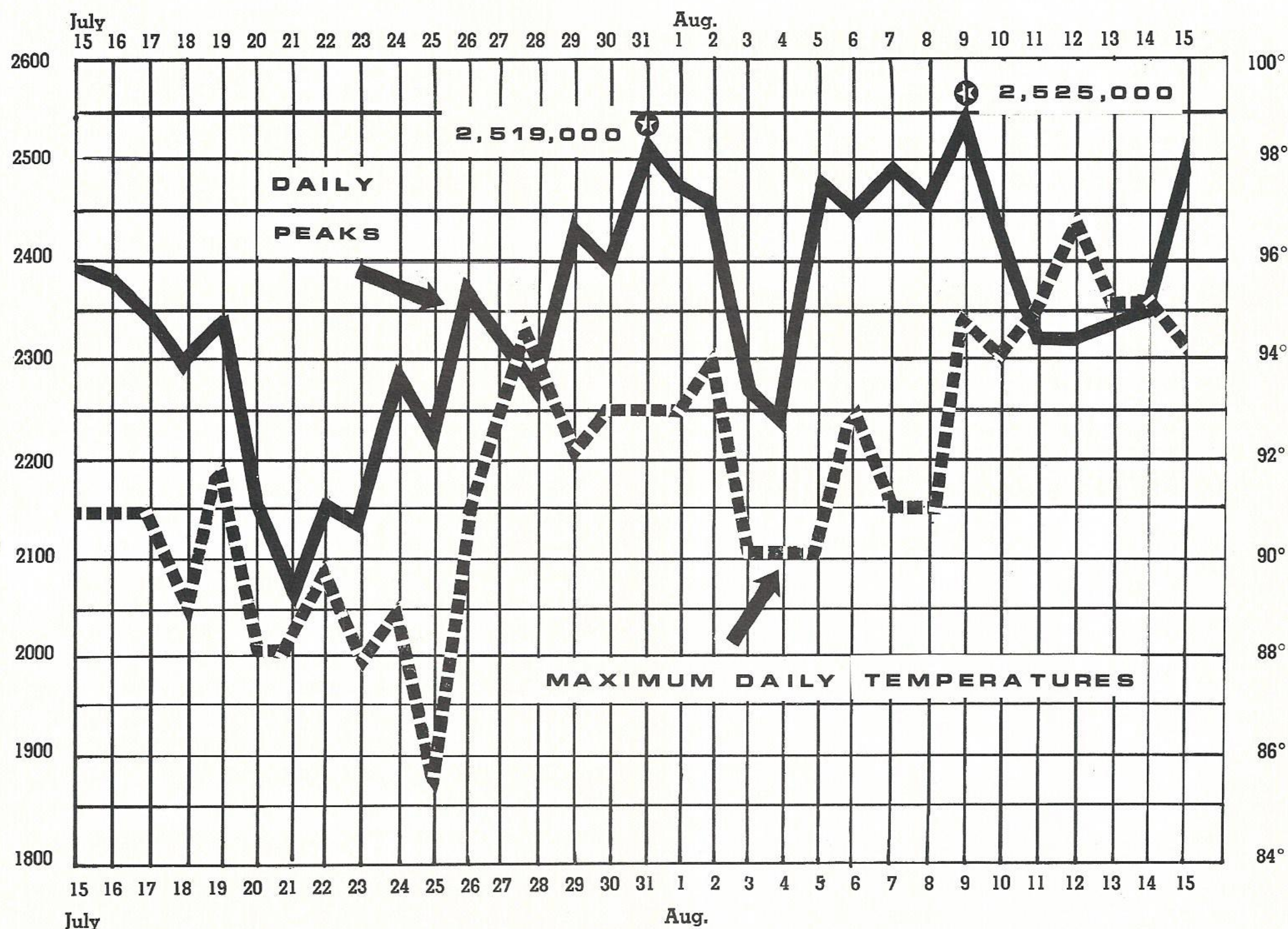


Gulf Staters will man the controls of this power station at Toledo Bend. It has a generating capacity of 85,000 kilowatts.



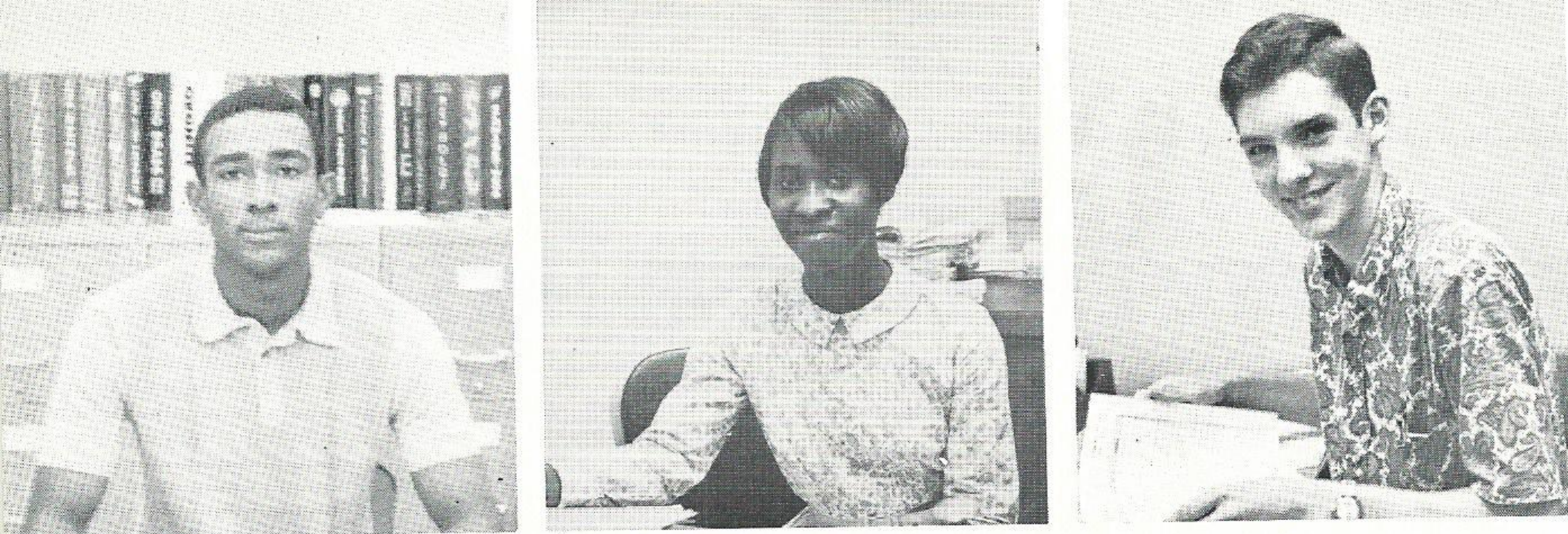
Campers are pitching their tents at the water's edge, a big advantage over other lakes where the shoreline is not so accessible. Bass catches of five pounds per fish have been reported.

Two Record Peaks Set In Thirty Days



Two record smashing generating peaks were reached in the last several weeks as the graph above demonstrates. The dotted bar shows the reason for the extra large generation. It has been hot.

It is surprising to note the close correlation, generally, between the average daily high for the system and the peak for the day. Rain in one part of the service area will cause the peak load to fall while the average system high for the day remains lofty. According to the chart, however, temperatures and generation rise and fall together, for the most part, proving conclusively that high temperatures cause larger electric bills.



This trio of youngsters are earning funds toward their college education while gaining experience with our Company. From left, they are Michael Linden, a helper in the Engineering Department at Port Arthur; Patricia Robinson, customer clerk in the Baton Rouge office, and Murphy Babb, Jr., an engineering helper in the Beaumont office.

SUMMERTIME TYCOONS

Youths Earn, Learn On Part-Time Jobs

Necie McMorris, a sophomore at LSU, gets a thorough grounding on her work in the Customer History Department at Baton Rouge from Anne New, a regular employee in the department. Here, Necie is checked out on the Soundex Coding machine.



IT'S summer time and the living isn't too easy for some 80 area high school and college students who have taken on summer jobs with the Company.

Either to earn money for school next year or to gain experience, these enterprising youngsters began work June 3, and will leave the company to return to school August 30.

"I learned the first day that I wasn't going to spend this summer fooling around," says Necie McMorris, an LSU sophomore spending this summer working and learning in the Customer History Department in Baton Rouge. "We have to be here right on time and we really work."

Necie says she's learning where the money comes from that she had spent a lot more lightheartedly before this summer.

"I opened a savings account with my first paycheck," says Patricia Robinson, a sophomore at Southern University and a customer clerk in the Baton Rouge office this summer. "This is my first office-type job and since I'm planning to study Business Administration at Southern I really feel the experience will do me a lot of good."

Pat's earnings this summer will be used for tuition in the fall.

Some full-time summer employees are actually old Gulf Staters because they worked as part-time employees last winter while school was in session. Kathy LeSassier, a freshman at Lamar Tech and

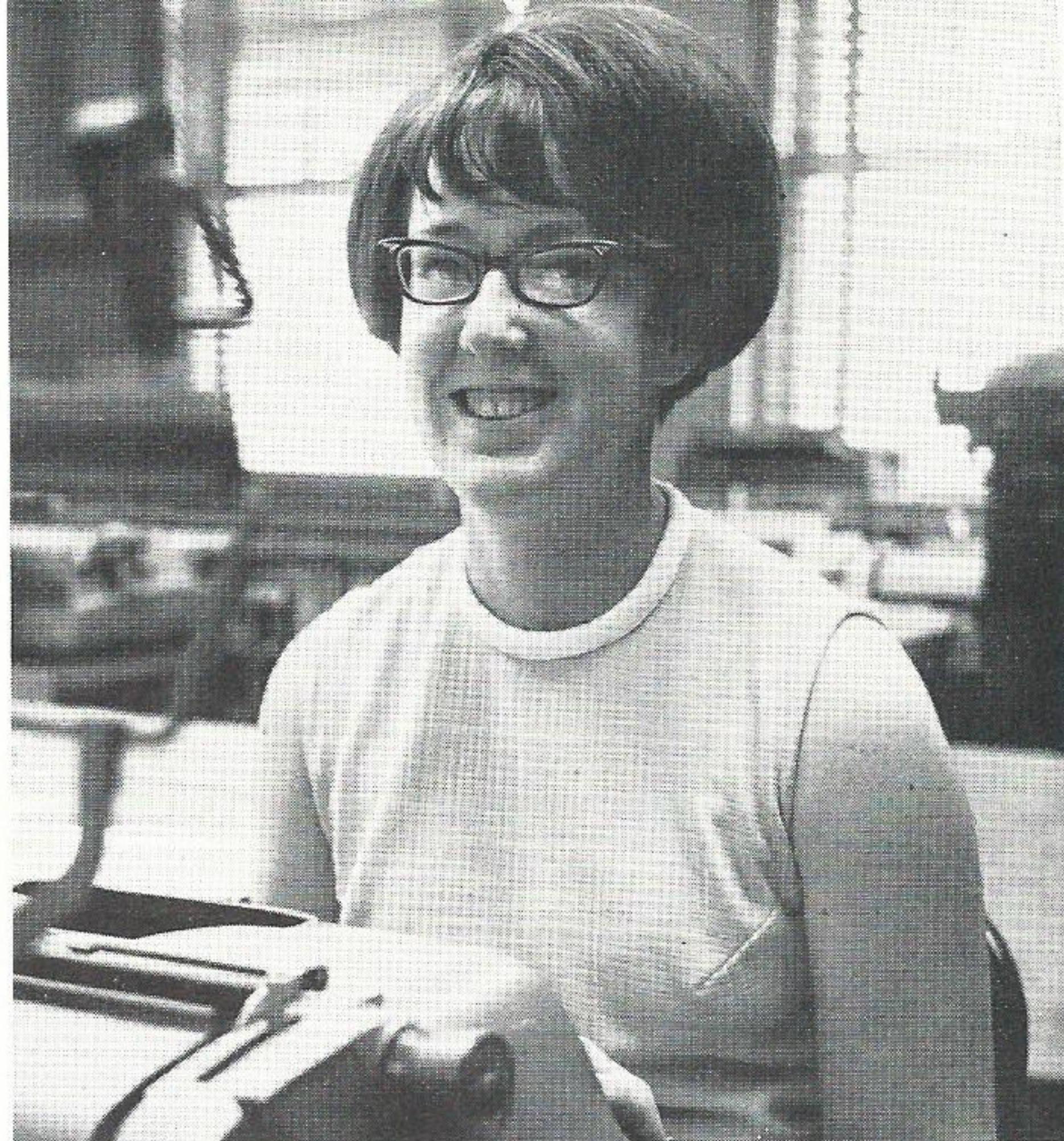
a departmental clerk in Beaumont, is an example of this.

"I'D like to be a legal secretary some days so when I saw a chance to earn some money part time last winter while sharpening up my typing and gaining experience in office procedure I jumped at the chance", says Kathy. "I didn't even think about a full-time summer job last year when I started but it has really worked out great. I'm gaining lots of experience because I keep moving to different departments as regular secretaries go on vacation."

Murphy Babb, Jr., a June graduate of French High School in Beaumont, is spending this summer working as an engineering helper in the Beaumont office. Murphy says the job this summer fits right into his plans.

"IT'S exactly what I wanted to do this summer. I plan to enter SMU in the fall where I will major in engineering. I felt it would help if I gained some engineering experience this summer. This job fits right into my plan and its probably one of the most enjoyable summers I've ever spent," says Murphy.

I felt if I could see how a large company operates it would help me in college," says Michael Linden, a June graduate of Bishop Bryne High School



Kathy LeSassier actually is an old hand around the Beaumont office, since she worked part-time last winter as a departmental clerk. Kathy is a freshman at Lamar Tech and plans to become a legal secretary.

in Port Arthur and a helper in the Engineering Department there. "I will enter Lamar Tech in the fall where I will major in Business and Accounting and I know many of the things I've learned this summer will prove valuable. I've gained a feeling for office work that will give me a head start when I take on a job for a career."

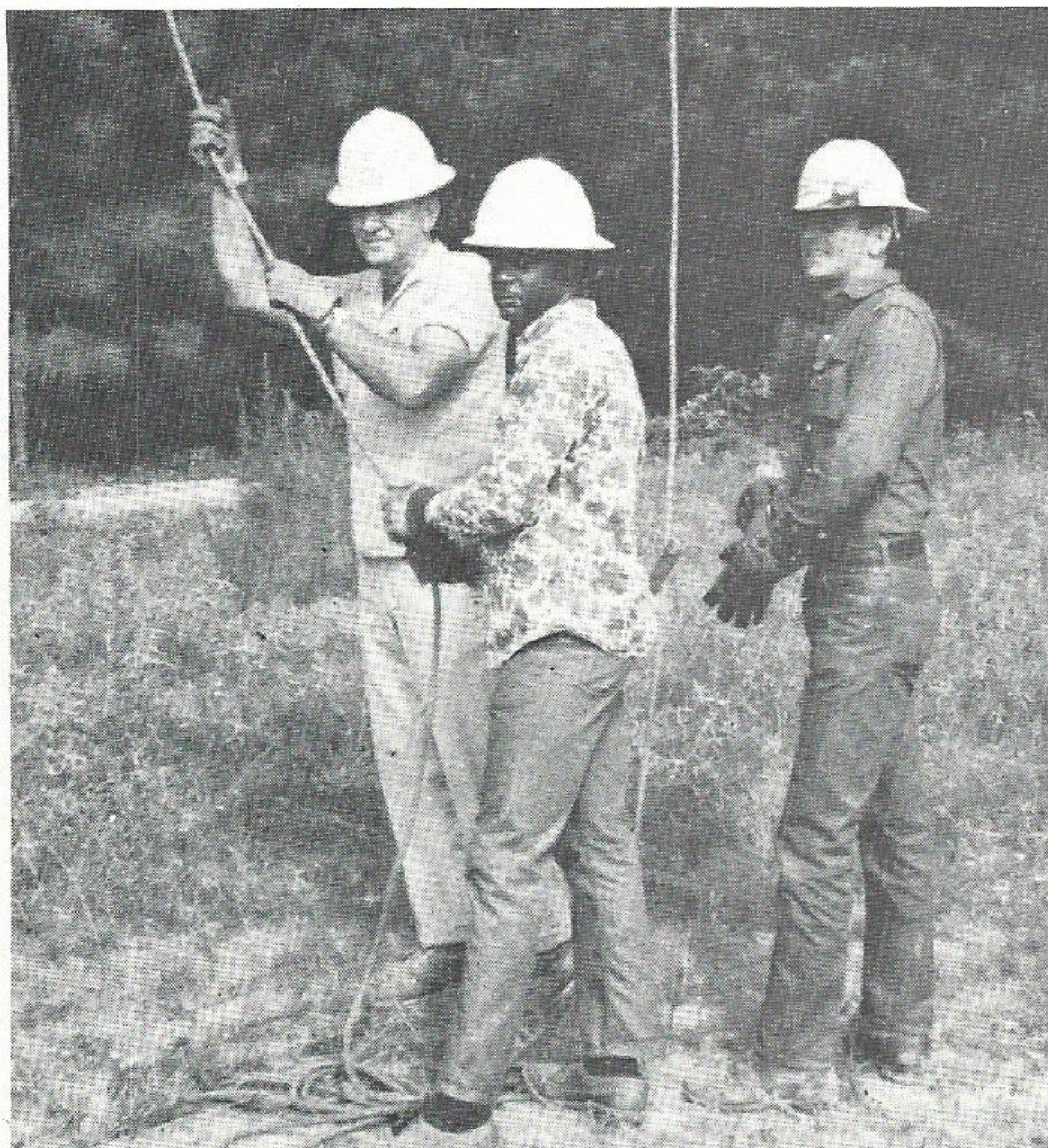
Many of the students aren't spending their days this summer in air conditioned office buildings for they are working on line crews as helpers, or as the older linemen call them, "grunts."

"The work is hard but there's real satisfaction in a hard day's work," says Steve Wanza, a senior at Wiley College and a helper on a line crew in Navasota, Tex.

Steve is majoring in business administration and plans to go into the insurance business after graduation.

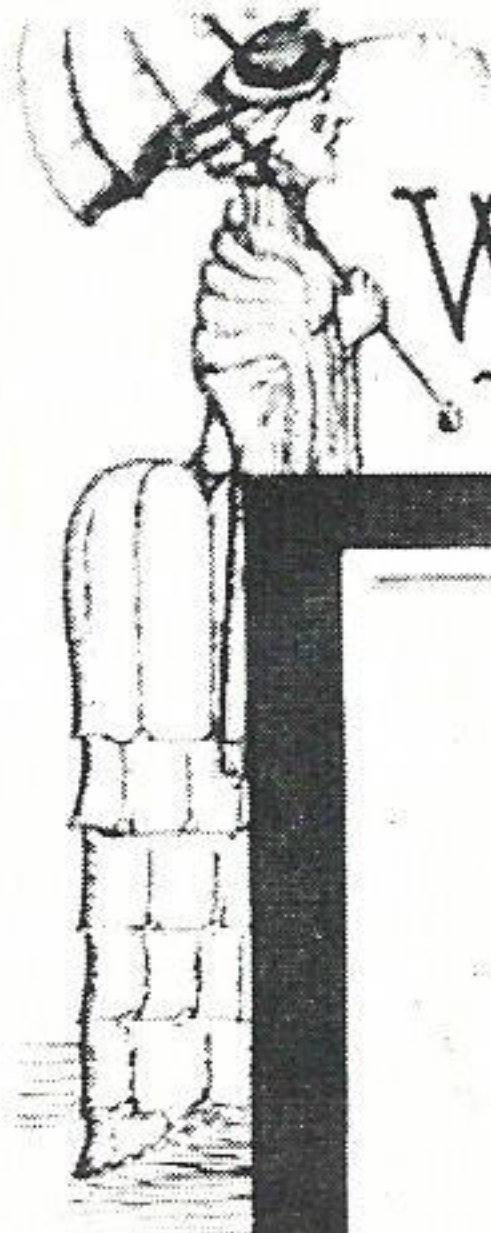
"Everyone on the crew has been very helpful to me and I have really learned a lot this summer," says Steve.

Whether it be in the line department or in the businesslike, air conditioned comfort of an office building, GSU's summer student help is working to the advantage of all concerned. Supervisors across the system agree that this summer's student helpers are fine examples of the well educated, ambitious youth of today. The student's agree that they are gaining experience which will certainly prove to be of far greater value someday in the future than today's paychecks.



Steve Wanza, center, is a helper on a line crew in Navasota, Tex., this summer. He is a senior at Wiley College and plans to go into the insurance business following graduation. Steve praises his fellow workers as being "very helpful."

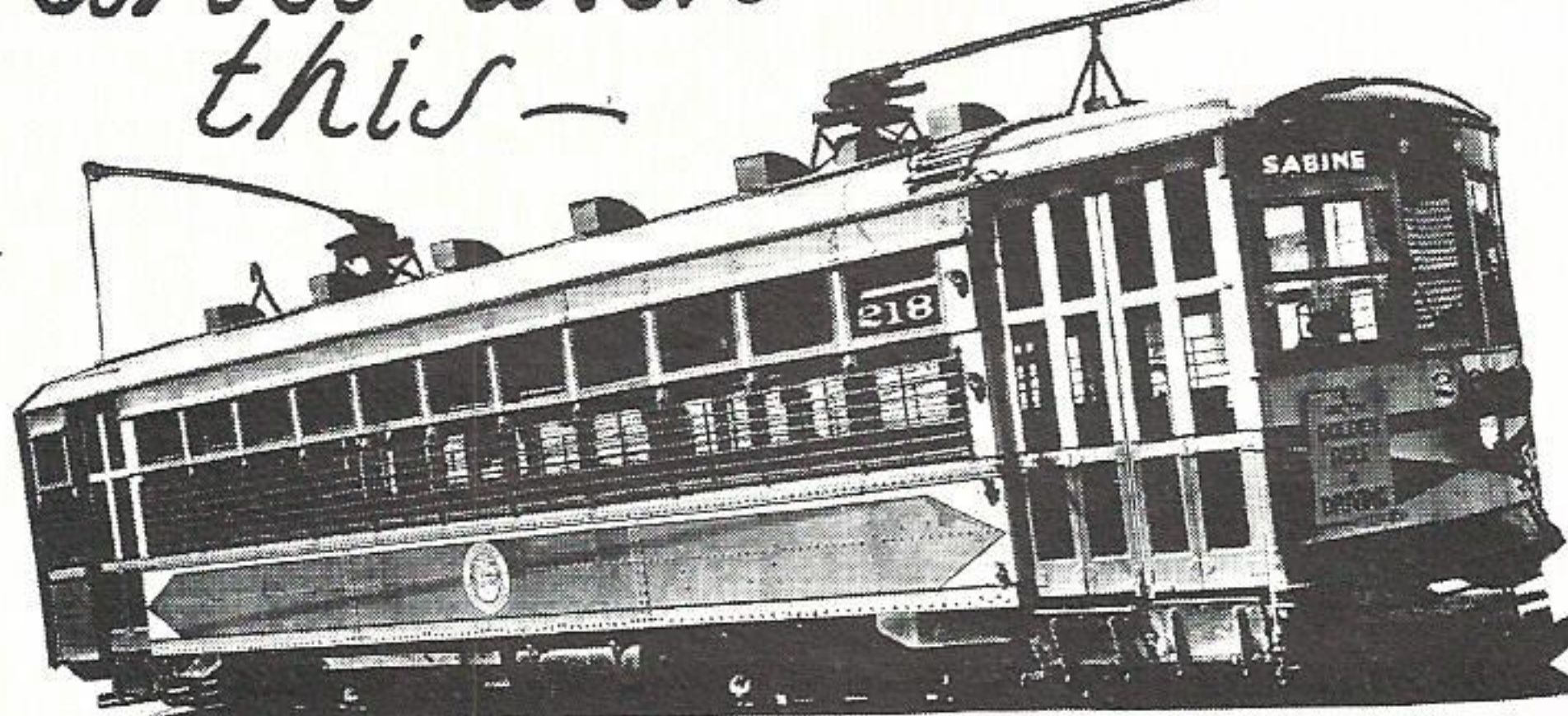
BACKWARD GLANCES



WITH THIS IT WAS 5¢



...and with
this—



its only 6¢

The year was 1925, or thereabouts, and the big news was that the price of riding one of the sleek new Eastern Texas Electric Company street cars had gone from five to six cents. Of course, when you consider the modern conveniences that the new car afforded, such as closed in sides, windows and doors, you knew that you were really getting your money's worth over the car in the 1912 photo above.

This old newspaper advertisement was found recently stuck far back in the files of the Advertising Department. Identifications of the men in the 1912 photo were hard to come by but its generally thought that the gentleman in the center above is Walter Andrews.

LETTERS

From employees, customers and friends of GSU

LAKE CHARLES

Dear Mr. Bass,

For the Franklin Little League Members, Coaches, Managers, Parents and Friends, I wish to thank you and all the kind folks of Lake Charles who made our recent visit so pleasant.

It was our pleasure to participate in the State Finals there and we extend all good wishes to the victorious South Lake Charles Team as they move up the competition to Regional and National

Dear Mr. Mullin:

This is to express my personal appreciation for your courtesy and that of your company in making it possible for the notary pre-examination classes to be held in your conference room during the past seven weeks. We also enjoyed the coffee and cookies during our recess; they added much to our ability to concentrate when our vitality was at a low ebb!

It is cooperation and public spirit such as yours that make possible worthwhile projects of this nature.

Yours very truly
(Mrs.) Nettie D. Land

ORANGE

Dear Mr. Charlton,

I would personally thank your Company for sponsoring our Bi-County Leadership Camp. Without people like you we would not be able to have a leadership camp. You are a true friend to 4-H. Here is a thought that was made just for your Company's people.

"Life is sweet because of the friends we have made
And the things which in common we share;
We want to live on, not because of ourselves

But because of the ones who would care.
It's living and doing for somebody else—
On that, all of life's splendor depends,
And the joy of it all, when we count it all up,
Is found in the making of friends."

Anonymous

Thank you,
Tim Flocke

Dear Mr. Charlton,

I would like to thank you for the opportunity of attending the 4-H camp.

I learned many new ideas to use in our local 4-H group in Nome. It was a lot of fun too. We swam every day. On Thursday we had a dance.

Thank you,
Carol Barta

PORT ARTHUR

Dear Sir:

I would like at this time to thank you and your company for allowing us to use your film library and films. We were able to get the film "Bicycle Safety Rules Of The Road" through the efforts of your employee Mr. Fred Parent.

This film was shown to 3,372 pupils of our seven grade schools. Our Police Department has reported that there were 14 accidents in 1966. There were 12 in 1967. We hope that by showing this film for the last two years that we have in some small way helped to reduce these accidents in Port Arthur.

With the help from your company and people like Mr. Parent it makes our job a lot easier.

I would again like to thank you in behalf of the Port Arthur Optimist Club for your kind consideration.

Yours very truly,
Stan Verret, Vice
President Elect

NAVASOTA

Dear Miss Ballard:

I want to thank you for speaking to our Pre-Release group on "Foods". The girls enjoyed your presentation very much, and we appreciate your interest and your willingness to serve in this capacity.

Yours very truly,
Velda Q. Dobbs
Warden

BATON ROUGE

Dear Mildred & Harriet:

I sincerely appreciate your very fine assistance in judging the NJHA demonstration at the recent 4-H Short Course.

With your selection of the winning teams in these contests I am certain that the Louisiana demonstrations will again give a good account of themselves in the National contest.

Again, my sincerest thanks.

Sincerely yours,
Warren A. Meadows
Specialist (Hort.)

BEAUMONT

Dear Aubrey:

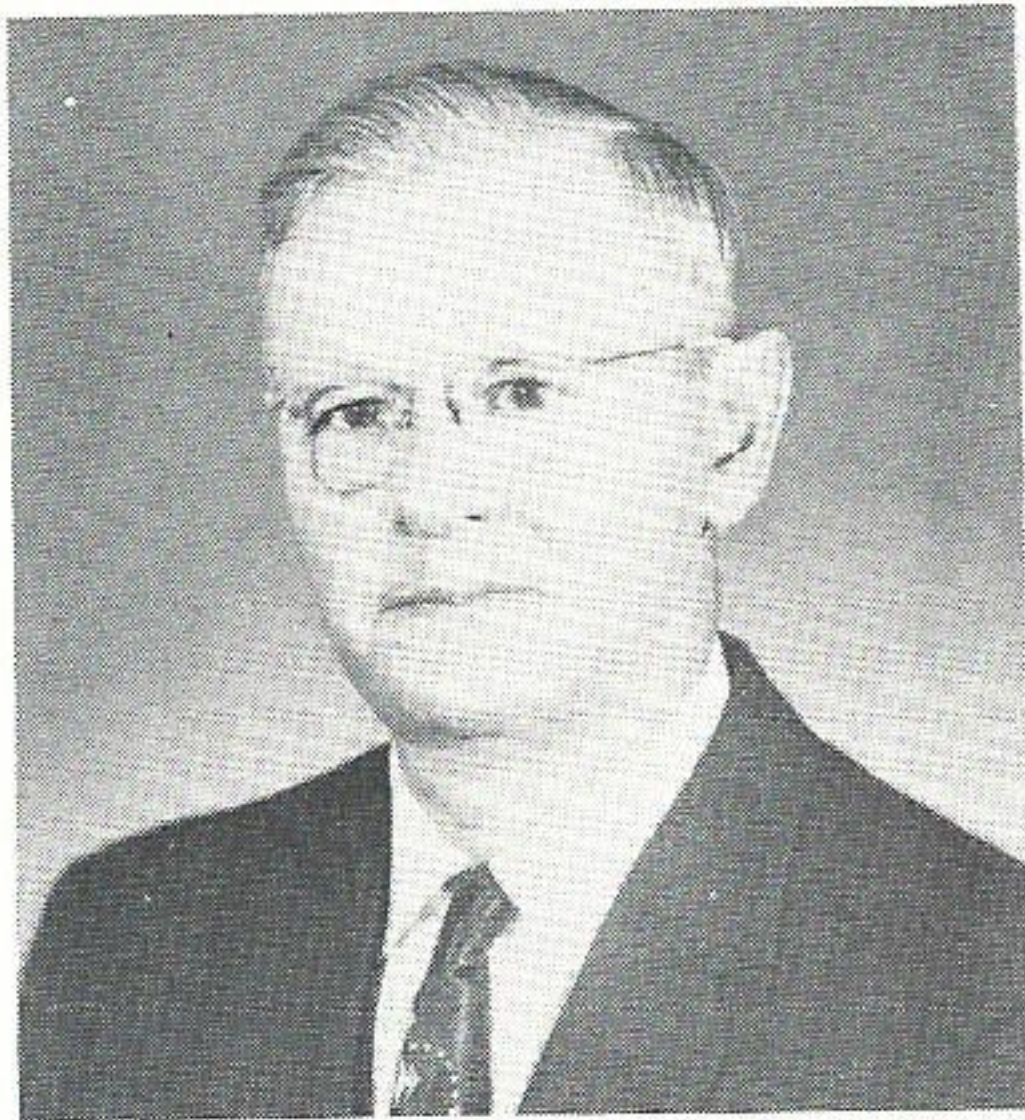
Even at this late date I would like to express my appreciation to you for your help and assistance to me at our 4-H Project Conferences this summer. I enjoyed very much working with you and I am sure that the boys at this conference received some valuable information that you had to pass on.

Also, I want to express my appreciation to Gulf States Utilities Company as a sponsor of the 4-H Electric Program and for the many ways in which you all help us out in the 4-H Electric Program as well as other endeavors. Thanks again.

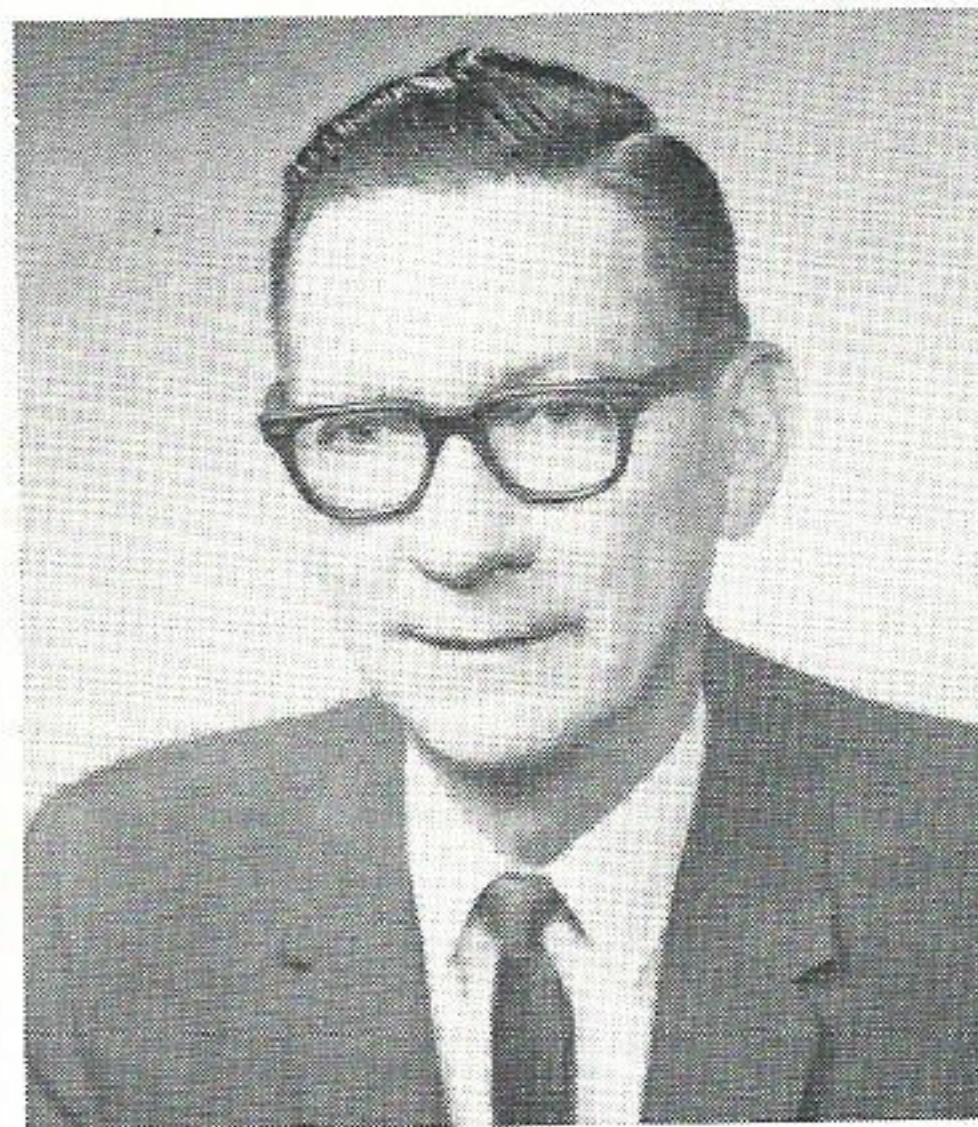
Sincerely,
Dennis R. Stipe
Associate Specialist
Agricultural Engineering

SERVICE AWARDS

THIRTY YEARS



Joseph A. Babin
Treasury
Baton Rouge



Robert Wynne, Jr.
Treasury
Beaumont

TWENTY YEARS



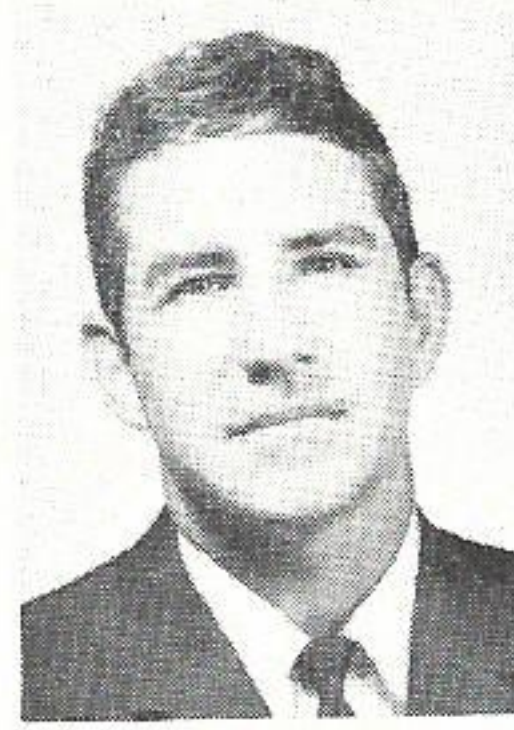
Anna J. Atkins
Engineering
Beaumont



R. L. Bagwell
Distribution
Sulphur



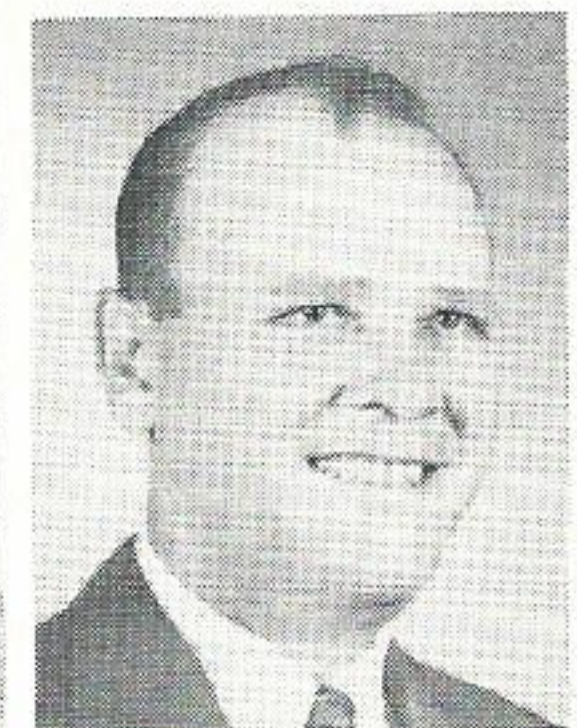
Jack W. Bass
Sales
Lake Charles



Leroy P. Boutin
Distribution
Church Point



Robert Charles
Distribution
Lake Charles



James E. Cifreo
Production
Baton Rouge



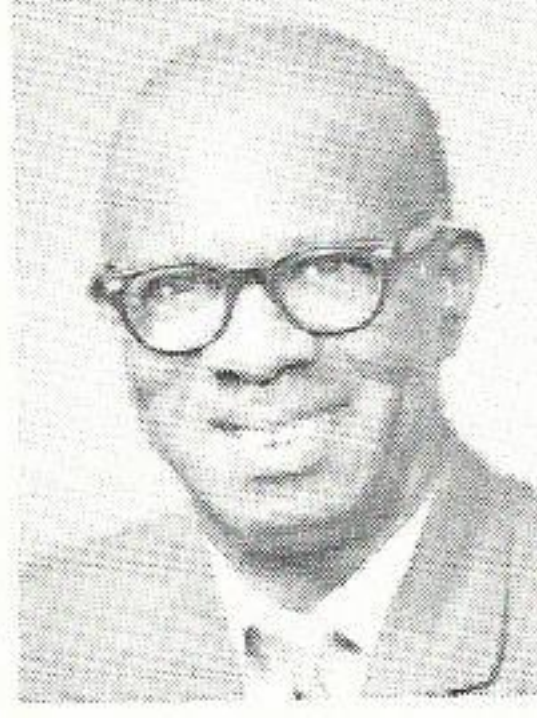
Orin M. Dixon
Distribution
Beaumont



Andrew C. Doucett
Distribution
Lake Charles



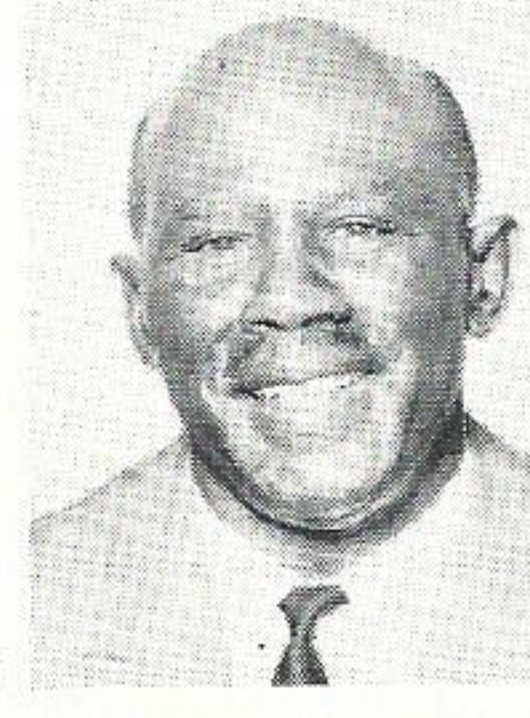
Raymond Jones
Distribution
Baton Rouge



Henry W. Levy
Distribution
Beaumont



John R. Sheets
Distribution
Baton Rouge

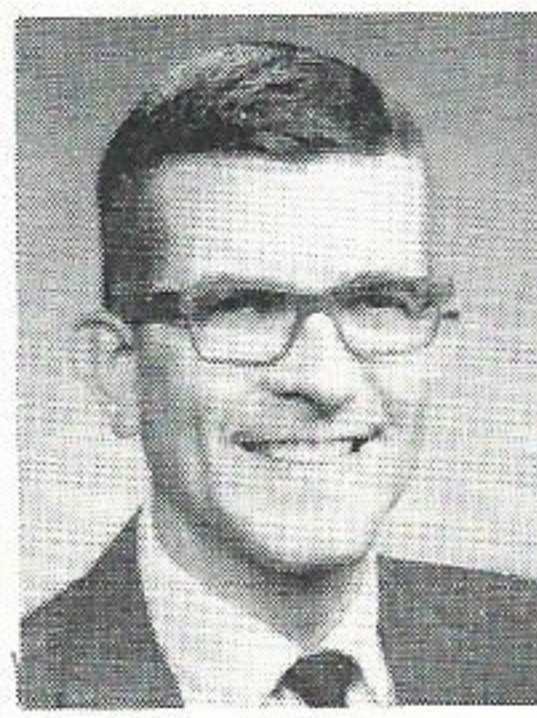


Dock Smith
Distribution
Lake Charles

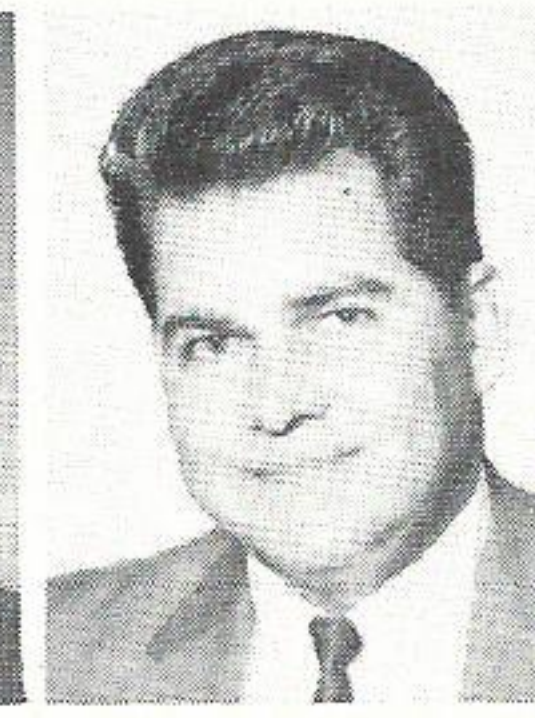
TEN YEARS



Lawrence Bellow
Distribution
Lake Charles



Leslie G. Calder
Engineering
Beaumont



Jerry A. Cormier
Distribution
Lake Charles



Donald A. Cowen
Treasury
Orange



Roy E. Eyler
Corporate &
Finance
Beaumont



K. C. Gerstenberg
Distribution
Lake Charles



Martellus Guillory
Treasury
Lake Charles



Bobby L. Kyson
Distribution
Lake Charles



A. J. Ledoux
Production
Lake Charles



P. A. Levine
Production
Lake Charles



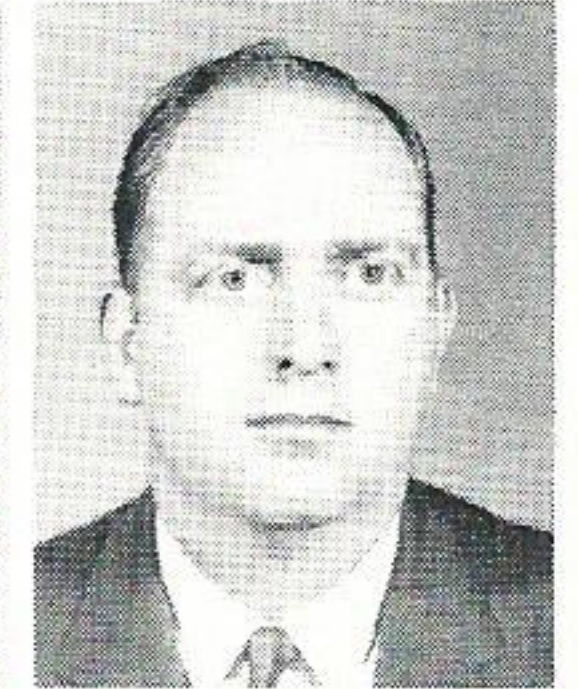
James A. Meitzen
Production
Baton Rouge



Ben E. Miller
Distribution
Lake Charles



Nancy A. Nesbitt
Treasury
Beaumont



Julius O'Quin, Jr.
Distribution
Baton Rouge



Barney M. Savell
Distribution
Lake Charles



D. H. Thornhill
Production
Louisiana Station



Wanda H. Tinsley
Treasury
Madisonville



Victor Tompkins
Engineering
Beaumont

Hobby Corner



When a man who has never been sailing begins to build a sailboat in his garage you know there has to be a Christopher Columbus or a Lafitte the Pirate somewhere back of his family tree. Actually Morris "Dude" Johnson has some very good reasons for building his boat. Let him tell you about them...

"It's really just a small "yacht" as sailboats go. She's 14 feet long made of $\frac{3}{8}$ inch marine plywood.

"Despite the fact that I've never been sailing I've always admired sailboats and I've always had a desire to sail. Sailing is such an old, time-honored art that I suspect everyone has a deep down wish to sail.

"My own yen for sailing is only part of the reason for building the boat. I feel that sailing is something every boy should know and I feel now is a good time for Mark, my 9-year-old son to learn. Also, we've been building the boat together and he's learning a lot about how to handle tools and how to work with wood.

"I also have a daughter, Paula, who is 11. I just know that she'll have a whale of a lot of fun with the thing when it's finished.

"I chose to build a sailboat rather than a speed boat with the kids in mind. It will be every bit as much fun for them and it will be a lot safer.

"Mark and I will make a winter project of finishing the rest of our craft. We plan to launch her in Rayburn lake some time next spring.

"I don't know if she'll be strong enough to stand a fifth of champagne across the bow. We'll probably have to dab some on with a sponge.

"The hull of the boat is nearly finished and the next two big projects are the mast and the sails. I've already ordered the special lumber for the mast and I guess I'll make the sails out of four ounce ducking or I may buy nylon ones if making sails proves too much of a problem.

"Everyone has something in his life that he really wants to do more than anything else. Some just keep on dreaming about it but last year I decided I'd dreamed of sailing long enough and I began looking around for a set of plans. By next spring we'll have her completed and I'll feel as though I've accomplished a big goal in my life."

Morris "Dude" Johnson

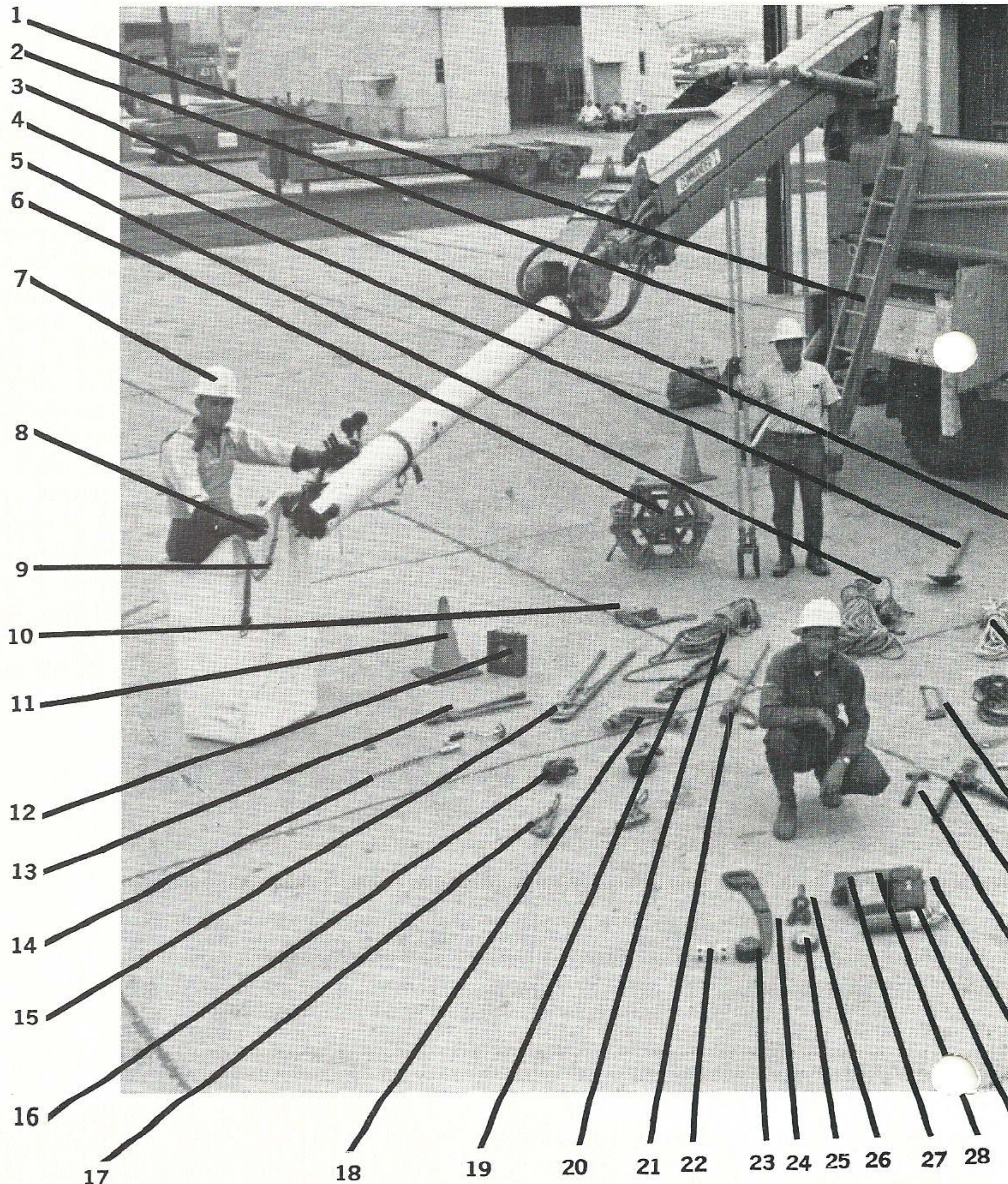


\$30,000 Worth

THE old horse and wagon used to maintain and service utility lines 50 years ago has grown into a veritable tool shop on wheels allowing many jobs to be done on the job, today, that used to require a trip back to town.

Purchasing and equipping the Company's fleet of more than 100 modern, boom-equipped line trucks

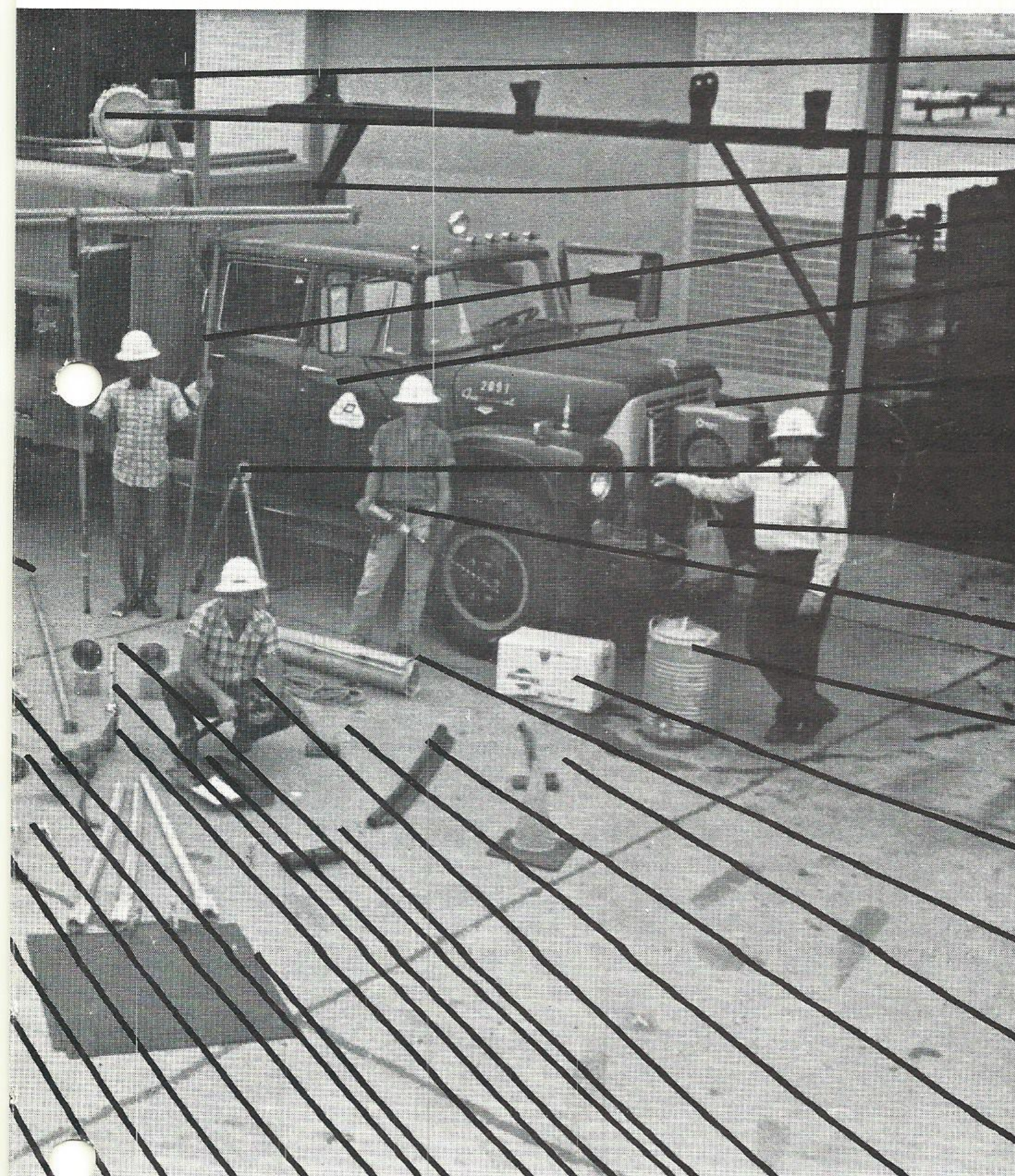
1. Extension Ladder \$63.00
2. Posthole Digger \$18.00
3. Installing Bar \$12.70
4. Shovel \$6.33
5. Rope Handline \$17.10
6. Collapsible Wire Reel \$97.00
7. Hard Hat \$4.60
8. Rubber Glove \$4.40
9. Boom Safety Lanyard \$27.50
10. Grip \$9.05
11. Safety Cone \$3.00
12. First Aid Kit \$6.15
13. Cable Stripper \$15.00
14. Ratchet Brace \$13.50
15. Bolt Cutter \$71.25
16. Snatch Block \$23.00
17. Crescent Grip \$17.75
18. Jumper Set \$62.00
19. Bolt Cutter \$43.75
20. Rope \$17.10
21. Cant Hook \$10.30
22. Cable Termination Kit \$14.51
23. Tape \$2.20
24. Utility Hand Saw \$18.75
25. Tape \$.25
26. Wire Brush \$6.30
27. Tongmeter \$105.25
28. Voltmeter \$98.00
29. Fire Extinguisher \$49.00



th of Service

is a costly operation. Each vehicle initially costs around \$5,000 and the tools and equipment necessary to supply our customers with the best electric service possible brings the overall price to something more than \$30,000 per truck.

That's a lot of money just for good service . . . we think its money well spent.



30. Phase Sequence Indicator
\$38.00

31. Hammer \$4.75

32. Ratchet Wire Cutter
\$71.25

33. Hacksaw \$3.52

34. Ratchet Wrench \$7.50

35. Voltmeter Test Set \$98.00

36. Rope \$37.56

37. Rubber Blanket \$12.00

38. Pika Stick \$39.95

39. Emergency Flasher Light
\$24.75

40. Tool Box \$10.00

41. Flashlight \$3.75

42. Line Hose Connection
\$6.00

43. Compression Die Tool
\$195.00

44. Sledge Hammer \$12.75

45. Rubber Line Hose \$7.30

46. Axe \$5.73

47. Line Protector \$47.50

48. Ice Chest \$24.95

49. Water Cooler \$20.88

50. Electric Impact Tool
\$120.00

51. Material Bag \$17.75

52. Link Roller Stick \$23.00

53. Electric Generator \$215.20

54. Decal \$1.21

55. Fiberglass Clampstick
\$59.25

56. Pike Poles \$21.75

57. Floodlight \$50.75

58. Flashing Light \$17.50

29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44

Quarterly Management Meeting Highlights Sales And Safety

agement meetings for the year was conducted in Baton Rouge, Lake Charles and Beaumont, August 12, 13, and 15.

At each meeting the Company's progress thus far in 1968 and future outlooks were discussed.

Edgar L. Bailey, treasurer, noted that electric revenues are up \$230,000 and gas revenues up \$318,000 this year. He said, however, that expenses also have increased one per cent.

Lionel Dugas, vice president and general sales manager, presented KWH certificates to the various divisions at the three meetings. In Baton Rouge on August 12, the 7,500 KWH award went to the Baton Rouge Division.

At Lake Charles on August 13 the Jennings District received a 6,000 KWH plaque, and Sulphur and Lake Charles won 7,000 KWH certificates.

Mr. Dugas presented four awards at the Beaumont meeting on August 15. Cleveland and Huntsville received 5,000 KWH plaques; Beaumont was presented the 7,500 certificate, and Vidor received the 8,500 KWH plaque.

Mr. Dugas said the Residential Sales Department should exceed its goals for Gold Medallion apartments, dryers and electric heating. Revenue in the Commercial Sales Department is running 7 percent over 1967, he said, and the Industrial Sales Department already has exceeded its revenue goal for the year with a 13 percent increase. The goal for 1967 was 12.9 percent.

Lonnie Cobb, engineer in construction-production, gave a slide-talk on the progress of the four new power units in the system and mentioned the recent announcement of Willow Glen Unit 4 which will give us a total of 2,268,000 kilowatts.

gress which, has been sustained by the efforts of many parties," said Mr. Cobb.

He listed the construction stages of Willow Glen Unit 3, Roy S. Nelson Unit 4 and Lewis Creek Units 1 and 2.

Kenneth L. Jumel, supervisor of confidential records and payroll accounting, gave a history of our Company's retirement program and explained the benefits to pensioners from 1945 to the present.

J. R. "Pat" Murphy, vice president and personnel manager, preceded his talk by presenting a plaque to Beaumont Division Manager Rex Lee for 1 million man-hours without a lost-time accident. Mr. Murphy emphasized that efforts throughout the Company should be made to insure the safety of our employees.

System Safety Director S. L. Stelly said the goal for 1968 is to reduce the cost of on-the-job accidents by 50 percent. Neches and Sabine Stations, Orange, and Conroe are still on the safety honor roll, he said.

Mr. Stelly urged that every employee follow the safety rules for each job assignment as set out in the Company safety manual. "You and I," he told the gathering, "must see that this is done."

W. T. Buckley explained the current federal and state tax laws and how they will affect the Company. He placed special emphasis on the recently passed 10 per cent federal surtax.

Closing out the program, President E. A. Werner briefed those present on the state of the Company and called for increased cost awareness in the months ahead. He also stressed the importance of safety on the part of each individual in the Company.



J. C. Spengler (right), operating superintendent, for the Baton Rouge Gas Department, accepts two safety awards for his department's completing 2,000,000 man-hours without a disabling injury. **J. R. Murphy**, vice president and personnel manager, presented the American Gas Association and National Safety Council Awards at the Baton Rouge Quarterly Management Meeting August 12.



A. B. Wilson, district superintendent for the Gulf District, accepts an 8,500 KWH Club Plaque for the town of Vidor. The presentation of the award is being made at the Beaumont Quarterly Management Meeting by **Lionel Dugas**, vice president and general sales manager. The Vidor mark tops the national average per home customer by more than 3,000 KWH.

Effective August 1

6 Promoted in Engineering Design

Six promotions in the engineering design department at Beaumont became effective August 1.

Those gaining advancements were Leslie G. Calder, from engineer to application engineer, standards application; J. L. Powdrill, from liaison engineer to distribution engineer-system, standards section; William L. Simpson, from senior engineering assistant, planning department, to section head in the project section.

Also, Gerhard W. Smith, from application engineer, standards application, to design engineer—construction, project section; William C. Tolbert, from engineer to design engineer—construction, project section, and Lannis L. Tynes, from liaison engineer to design engineer—construction, project section.

Mr. Calder is a native of Apache, Okla., and lives with his wife Arvella, and three children at 5385 Margo Lane in Beaumont. He holds a BS degree in electrical engineering from the University of Okla-

homa and is attending graduate school at Lamar Tech.

His children are Lendol Glen, Lori Lynn and Lee Ann. The family attends Redeemer Lutheran Church.

Mr. Calder is an Army veteran, having served two years active duty.

Mr. Powdrill, who calls Kilgore, Texas, his home town, is married to the former Margaret Ann Goodwin of Navasota, Tex. The Powdrills have two children, Kathryn, 17, and Russell, 12. The family lives at 5555 Frost in Beaumont.

J. W. Powdrill

He is a 1950 graduate of Texas A&M University, a member of the First Meth-

odist Church and of the Young Men's Business League. He served in the Navy from 1943-46.

Mr. Simpson was born in Daisetta, Texas, and his wife, Eva, is a native of nearby Hull. They reside at 945 Lamar in Vidor, Tex. and have three children, Ted, 13, Stuart, 8, and Kellye Ann, 4.

He served two years in the Air Force, including occupation duties in Europe. He is a member of the First Baptist Church of Vidor.

Mr. Smith, a native of Long Beach, Calif., is married to the former Virginia Albanese of Beaumont. The Smiths, who live at 3972 Bristol Drive in Beaumont, have two sons, Gerhard Jr., 7, and Floyd II, 4.

He is a graduate of Texas A&M and a registered professional engineer. He holds memberships in Saint Anne's Catholic Church, the Y-Indian Guides, and the Bayou Den Country Club.

Mr. Tolbert, originally from St. Joseph, La., is a 1956 graduate of Lamar Tech. He is married to the former Billie Sue DuBose of Colmesneil, Tex. and the couple lives at 1695 Redbud in Vidor, Tex. They

have three children, Sue Ellen, 8, Cheryl, 5, and Ritchie, 2,

He is a registered professional engineer, a member of the American Society of Mechanical Engineers and of the First Baptist Church of Beaumont. He also is a scoutmaster of Troop 19 in Beaumont.

Mr. Tynes is a native of Liberty, Miss., and now makes his home at 880 Evergreen. He is married to the former Rose Rushing of Columbia, Miss. The couple have three children, Lee, 10, Jane, 9, and Martha Jean, 4.

He is a graduate of Mississippi State University, a registered professional engineer and a member of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America. He is also a member of the First Baptist Church and is an umpire in the West End Little League.

J. J. Jordan Services Held

Services were held in Cleveland, Tex. July 28, for J. J. Jordan who retired at Cleveland after 40 years of service to the Company.

A native of Leesville, La., Mr. Jordan joined the Company in Port Arthur in 1928. He was made district serviceman for Cleveland in 1952.

Mr. Jordan was a member of the First Methodist Church of Cleveland. Services were held in the Pace Stancil Memorial Chapel. Burial was in the Cleveland City cemetery.

He is survived by his wife Mrs. Bonnie Ruth Jordan of Cleveland; one son Jetherine Jordan, Jr. of Groves, Tex.; one daughter, Mrs. Bennie Sue Watt of Houston, father, A. C. Jordan of Hemphill, Tex.; one brother, H. A. Jordan of Hemphill.



Welcome Aboard!

Elliott G. Engelmann, Attendant, Beaumont
Doris E. Alexander, Dept. Clerk, Beaumont
Janet L. Watson, Clerk, Beaumont
Mary S. Falker, Clerk, Beaumont
Dora W. Hebert, Clerk, Beaumont
Emma M. Richardson, Clerk, Beaumont
Jackie G. Hughes, Clerk, Beaumont
Rondal R. Hall, Meter Reader, Hull
June McGuire, Clerk, Beaumont
Thomas J. Ristoff, Helper, Beaumont
Marion L. Singleton, Jr., Helper, Beaumont
Joshua Donald, Helper, Beaumont
Randall G. Thompson, engineering helper, Beaumont
Judy C. Wyche, Clerk, Port Arthur
Rayburn L. Gerke, Helper, Navasota
Jesse J. Countryman, Jr., Helper, Huntsville
Emily F. Leiber, Local Office Clerk, Navasota
Richard G. Schwanhausser, Mechanic's Helper, Baton Rouge
Toney A. Bailey, Helper, Baton Rouge
Ronald L. Smith, Helper, Baton Rouge
Michael V. Valentine, Helper, Baton Rouge
Tommy F. Saucier, Helper, Baton Rouge
Michael D. Delany, Helper, Baton Rouge
Dennis E. Palmer, Helper, Baton Rouge
Curtis G. Slaton, Helper, Baton Rouge
Robert A. Smith, Eng. Helper, Baton Rouge
Douglas M. Bumpus, Eng. Helper, Baton Rouge
Carolyn S. Augustine, Dept. Clerk, Baton Rouge
Linda K. West, Dept. Clerk, Baton Rouge
Elizabeth A. New, Clerk, Baton Rouge
Jessie A. Michel, Helper, Lake Charles
Randall J. Sonnier, Helper, Lafayette
Joseph P. McFarlain, Helper, Lafayette
Charles W. Ogea, Helper, Sulphur
Marilyn J. Bertrand, Local Office Clerk, Jennings
Brenda J. Fabre, Clerk, Lafayette
Kathleen A. Begnaud, Clerk, Lafayette
Millicent M. Barton, Local Office Clerk, Sulphur
Leonard P. Bourne, Engineer, Beaumont
Steven D. Fremin, Engineer, Beaumont

Ronald M. Carter, Engineer, Beaumont
Camilla P. Mayes, Admn. Accountant, Beaumont
Gary D. Mayfield, Engineer, Baton Rouge
William A., Lee, II, Industrial Engineer, Baton Rouge
Joseph W. Blanchard, Jr., Operator's Helper, Baton Rouge

Children Often Cause of Fires

Children often cause the tragic fires in which they lose their lives. The National Fire Protection Association says that hundreds of children become fire victims when they try to make playthings of matches, cigarette lighters and other smoking materials.

As many as 55,000 building fires in the U. S. in an average year can be traced to the often disastrous combination of children and matches, the association says.



Some of our employees are fast becoming television personalities. Home service advisors Sue Williams, Becky Jones, and Mariann Nelson of the Port Arthur Division have become semi-regulars on the Henry Larcade Show Mondays through Fridays. The trio has been appearing every two weeks at regular intervals to demonstrate the art of cooking. Here, Sue shows Mr. Larcade and the viewing audience how to preserve peaches and pears. She also prepared a dish called "Piquant Pears and Chops", incorporating fresh pears and pork chops, and baked a pie from fresh peaches. Mr. Larcade's show is telecast over KJAC-TV, Channel 4, at noon daily.

Street Rental Taxes Hit Record Figures

Beaumont City Manager O. C. Galloway recently received one of several record breaking Street Rental Tax payments to be paid by the Company this year.

The \$233,622.58 street rental payment to the city of Beaumont is similar to payments made annually by the Company to cities throughout our service area. Payment of the tax authorizes the Company to "use and occupy the streets, highways, easements, alleys, parks and other public ways of the city."

In Louisiana a similar tax is paid

D. M. Doan Retires In Navasota Sept. 1

David M. Doan, a veteran of over 40 years of service in the Navasota Division, is slated to retire September 1.

A native of Lake Charles, La., Mr. Doan joined the Company in Navasota in 1928 as a mechanic.

He became garage mechanic first class in 1941 and garage foreman the next year.



David M. Doan of Houston.

Mr. Doan says he hasn't fully decided what he will do with his time after he retires. "The wife and I have this trailer that we have made several trips in and we hope to put a lot more miles on it before long."

Starting in the spring the Doans plan to begin a tour of the entire U. S. and southern Canada. "We'll just hitch the trailer up and take off for "who knows where?" he says.

The Doans attend the First Methodist Church of Navasota.

Mr. Doan is a graduate of Welch High School in Welch, La. He is married to the former Clytie Mae Tannehill of Granger, Tex. They have one son, David Ray Doan

under the name "Gross Receipts Tax."

"Actually the Louisiana name best describes the tax," says Clayton Arnold, Tax Representative. "In both states the tax is paid on the basis of two percent of our gross receipts in each community we serve."

Last year GSU paid over \$533,000 in Gross Receipts Taxes in Louisiana and more than \$527,000 in Street Rental Taxes in Texas.

This is only one of the many city, state and federal taxes the Company pays each year representing only a small percentage of a total state tax bill for 1967, for example, of more than \$9,430,000.

"While a payment of nearly \$9.5 million in state taxes seems astronomical to most of us, it sinks in significance alongside the Company's 1967 federal tax bill of over \$21,831,000," says Mr. Arnold.

The above figures coupled with a 1967 tax bill of over \$2,044,000 paid to the cities in our service area brings the Company's 1967 tax bill to a whopping \$33,306,000.



Rex E. Lee, manager of the Beaumont Division, hands Beaumont City Manager O. C. Galloway a check for \$233,622.68, in payment of last year's street rental tax. The sum is equivalent to 2 per cent of the Company's gross receipts in Beaumont and exceeds by \$3,622.68 the city budget estimate.



Twenty members of the Baton Rouge and Lake Charles Divisions Residential, Commercial and Industrial Sales Departments attended a Sales Technique Conference in Baton Rouge July 29 and 30.

The two-day session was conducted by John Gaythwaite, manager, Sales Management Development for Sylvania Electric Products Inc.

The program, designed to expose individual sales techniques for the benefit of others attending, was highlighted by enthusiastic participation by the group.

Safety Program Given By Beaumont Lineman

When the Safety Department decided a greater knowledge of safe operation practices in the fast growing area of underground residential distribution (URD) was needed by our personnel, they consulted an expert, Beaumont Line Foreman Perry Sanderson.

Mr. Sanderson, who has actively participated in construction of nearly every URD installation located in the Beaumont Division since 1963, was asked to prepare and present a safety program on the subject for his fellow linemen. He is one of the few men in our Company with an extensive knowledge of this relatively new phase of the utility industry.

A tour of the Texas Divisions was made July 2-18 by Mr. Sanderson and Ray Thompson, safety representative. Mr. Sanderson gave his presentation 17 times to over 400 linemen and operating personnel in 12 locations.

"I was quite pleased that the Safety Department asked me to give this program," says Mr. Sanderson. "If my knowledge of URD can keep someone from being injured I certainly want to give it to everyone."

S. L. Stelly, system safety director, noted "Whenever you enter into any new phase of work, such as URD, you come across a completely different set of circumstances than you have ever hit upon before. This makes a new set of safe operating procedures necessary and these must, of course, be learned by every lineman."

Mr. Sanderson's tour was in line with a new program recently undertaken by the Safety Department wherein personnel experienced in a certain type of work teach safety practices designed by the Safety Department to their fellow workers.

"We feel that linemen, for example, will take the safety advice of other linemen whom they work with daily much more seriously than any advice they hear from us," noted Mr. Stelly.

"At the same time we feel the men working with these things each day are naturally more knowledgeable in many aspects of the work than we could ever hope to be."

Mr. Sanderson's program was well received. In preparation for it he made a detailed study of URD both as practiced by our Company and as practiced by others. Also, he reviewed results attained by companies using various types of URD construction procedures and materials.

Mr. Thompson noted that the Company and the Safety Department was very fortunate in having someone of Mr. Sanderson's experience and ability to design a set of safety programs covering URD.

The Safety Department has immediate plans to expand this method of teaching safety to apprentice linemen training in the near future.



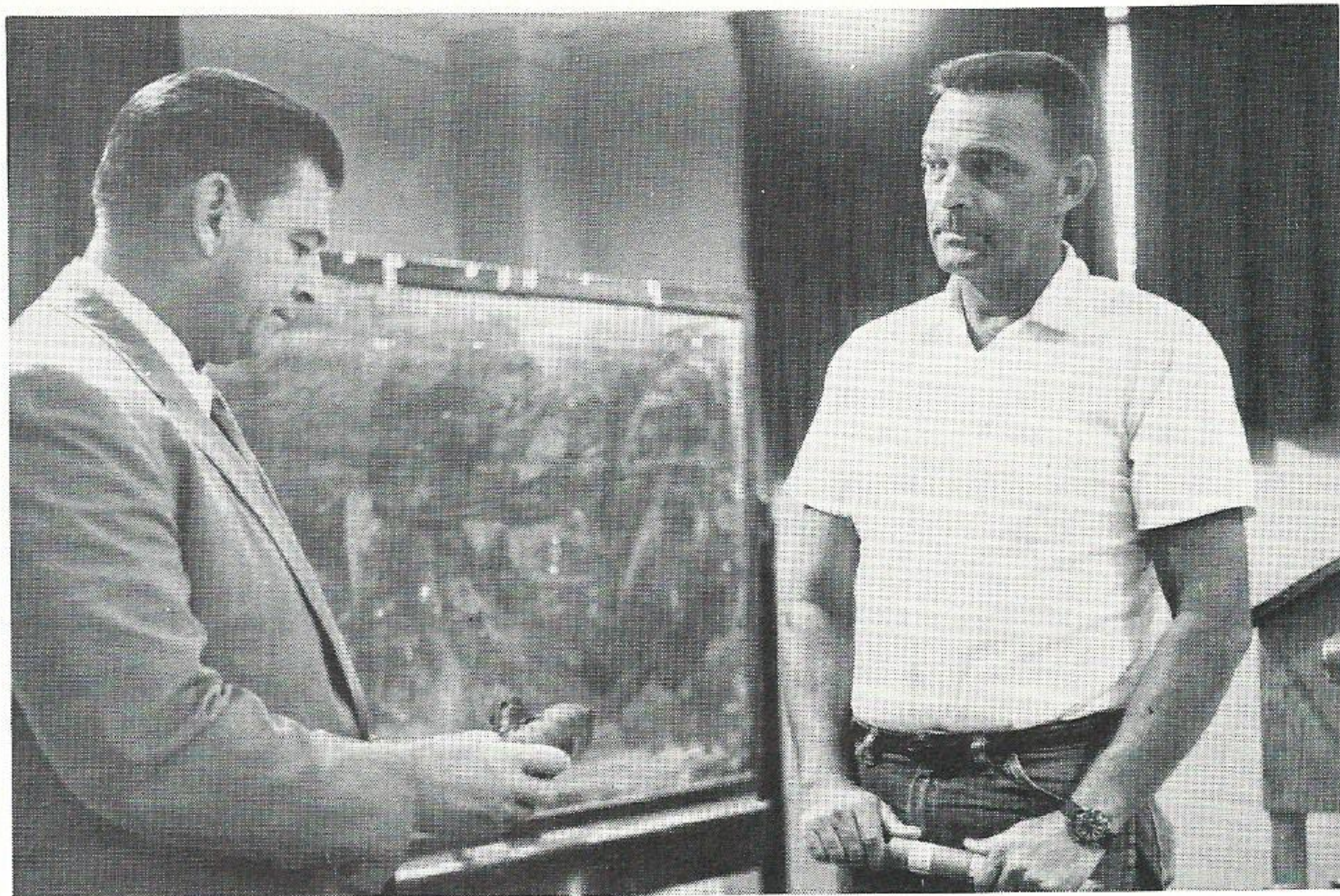
Thrift Plan

PURCHASES OF GSU stock made by the Trustee during July, 1968 covering employee deductions and Company contributions through June, 1968 were as follows:

4618 shares of Common stock at a total cost of \$121,271.75 an average cost per share of \$26.261.

164 shares of \$4.40 preferred stock at a cost of \$11,954.68 or an average cost per share of \$72.8943.

The Trustee also deposited \$20,262.54 with the Savings Department of the First Security National Bank of Beaumont.



System Safety Director S. L. Stelly, left, discusses underground safety with Perry Sanderson, Beaumont line foreman. Mr. Sanderson has carried his safety message to over 400 employees in 12 locations.

Trio Advanced to New Jobs in Baton Rouge

Three promotions in the Baton Rouge Division became effective July 16.

Terrence E. Hernandez was promoted from equipment operator at Willow Glen Station to control operations foreman, John F. Aubin was promoted from lineman first class to utility foreman, and Isidore Guerin, Jr., was promoted from patrolman to labor foreman in the Baton Rouge T&D Department and located in Maringouin, La.

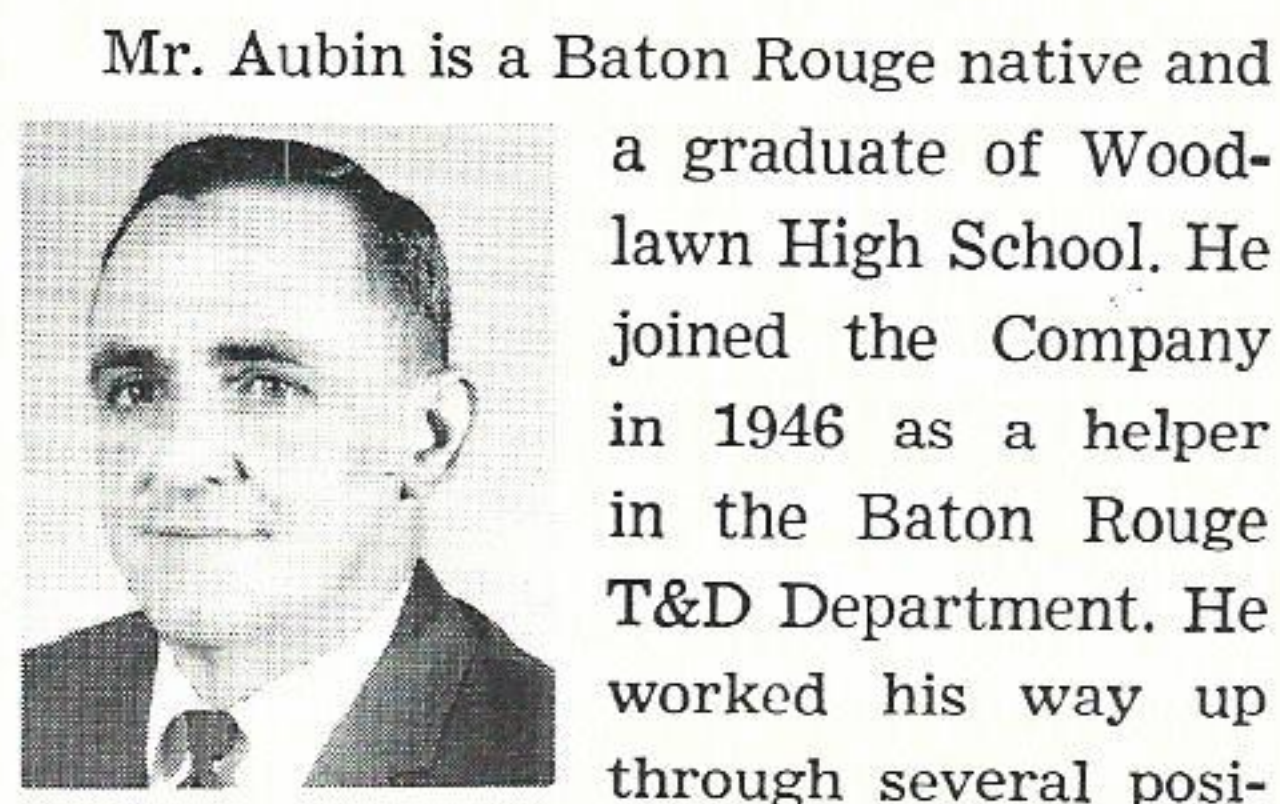
Mr. Hernandez joined the Company in 1952 as an operator's helper at Louisiana Station. He progressed through several positions there until 1963 when he transferred to Willow Glen Station as equipment operator.



T. E. Hernandez is 16, Carol Lynn is 7 and Patricia Kay is 13.

Mr. Hernandez served with the Air Force during World War II participating in the German air lift.

The family attends the North Baton Rouge Methodist Church.



Junior F. Aubin achieving the rank of lineman first class

A graduate of Istrouma High School in his native Baton Rouge, Mr. Hernandez is married to the former Ella M. Thirlway of Louisville, Colo. They have three children. Edward Ray is

in 1950 and serviceman first class in 1952.

Mr. Aubin is married to the former Ethelie DeLaune of Baton Rouge. They have four children. David is serving in Spain with the U. S. Navy, John is in El Paso serving with the Army, Jan is a nurse at Charity Hospital in New Orleans and Margaret is in the tenth grade at Lee High School.

During World War II Mr. Aubin served as a Radar Power Maintenance Man with the U. S. Army.

The family attends St. George Catholic Church in Baton Rouge.

Mr. Guerin joined the Company as a helper in Baton Rouge T&D in 1948. He was made a patrolman in the right-of-way maintenance section of Baton Rouge T&D in 1950.



Isidore Guerin, Jr. School in Livonia, La.

Mr. Guerin and his wife Marlene, a native of Cottonport, La., have two children. Rodney, 20, is presently serving with the U. S. Navy, and Naomi Claire is 14.

During World War II Mr. Guerin served aboard a minesweeper in the Pacific Fleet. He was on inactive duty for 12 years.

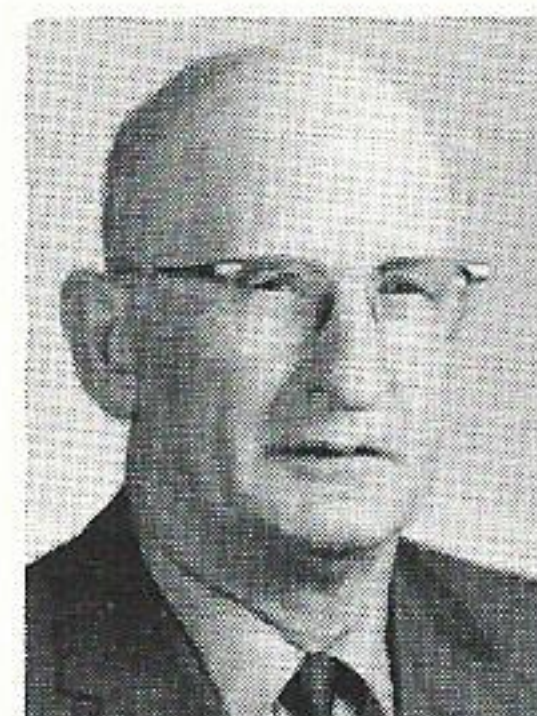
Currently Mr. Guerin is coaching a girl's Little League Softball team in Livonia.

The family attends St. Cabarina Catholic Church in Livonia.

Beaumont Line Foreman Retires

James B. Morrison, line foreman in Beaumont T&D ends a 43-year career with our Company, September 1.

Mr. Morrison, a native of Gulfport, Miss., started out as a lineman's helper on March 3, 1925. He became a full lineman in October of that year and in 1939, he was named truck foreman.



He became line foreman in the same year.

When Mr. Morrison began working in T&D, there was nothing called a "bucket truck" in the line department. "In those days," he says, "It was still the horse and buggy."

"I've enjoyed working at GSU," said Mr. Morrison. "If I had it all to do over again, I'd do the same thing. I've worked with some mighty fine people."

Mr. Morrison is not planning on just lying around the house after his retirement. He will do some fishing and look around for a part-time job.

Mr. Morrison is married to the former Hazel Lipscomb of Beaumont. The couple have a son and daughter—J. B. Morrison, Jr. of Houston, an employee of Foster Wheeler Company, and Mrs. Gene Stockstill of Colorado Springs, Colo.

The Morrisons are members of the First Baptist Church in Beaumont.

Sympathy To:

H. J. Buckalew, accounting supervisor in Lafayette, on the death of his mother, Mrs. Eunice Buckalew of Colombia, La.

Melanie Hopkins, customer clerk in accounting at Lafayette, on the death of her grandmother, Mrs. Sidney Bracquet of Scott La.

Chaney, Morrison Moved Up in T & D

The promotions of Joseph F. Chaney and Norman E. Morrison of the T&D Department in Beaumont were announced recently.

Mr. Chaney moved from right-of-way man to right-of-way agent, and Mr. Mor-

rison advanced from senior engineering assistant to section head.

Mr. Chaney, his wife, Mary Ann, and their two children re-



side at 7270 Scotts Drive in Beaumont. Their daughter, Nancy, 18, is a student at Beaumont Business College, and

son, Keith, 16 will be a junior this fall at French High School.

Mr. Chaney, a native Beaumont, is a member of St. Luke's Methodist Church. He is an Army veteran.

Mr. Morrison, also a native of Beau-



mont, lives with his wife, Patricia, and two sons at 3360 Concord Road. Their oldest son, Eddie, 14, is a student at Bowie Junior High School, and Michael, 12, at-

tends Field Elementary School. Mr. Morrison, a three-year Air Force veteran, spends much of his time working with his sons in Scouting. He also is a Little League manager, assistant cubmaster of Cub Scout Pack 181, assistant scoutmaster of Boy Scout Troop 281 and works with Explorer Post 50.

He is a graduate of South Park High School and has two and a half years work toward a bachelor's degree at Lamar Tech.

4th Generating Unit Announced At Willow Glen

The Board of Directors met in Baton Rouge August 14 and announced the construction of a fourth generating unit at the Willow Glen Power Station.

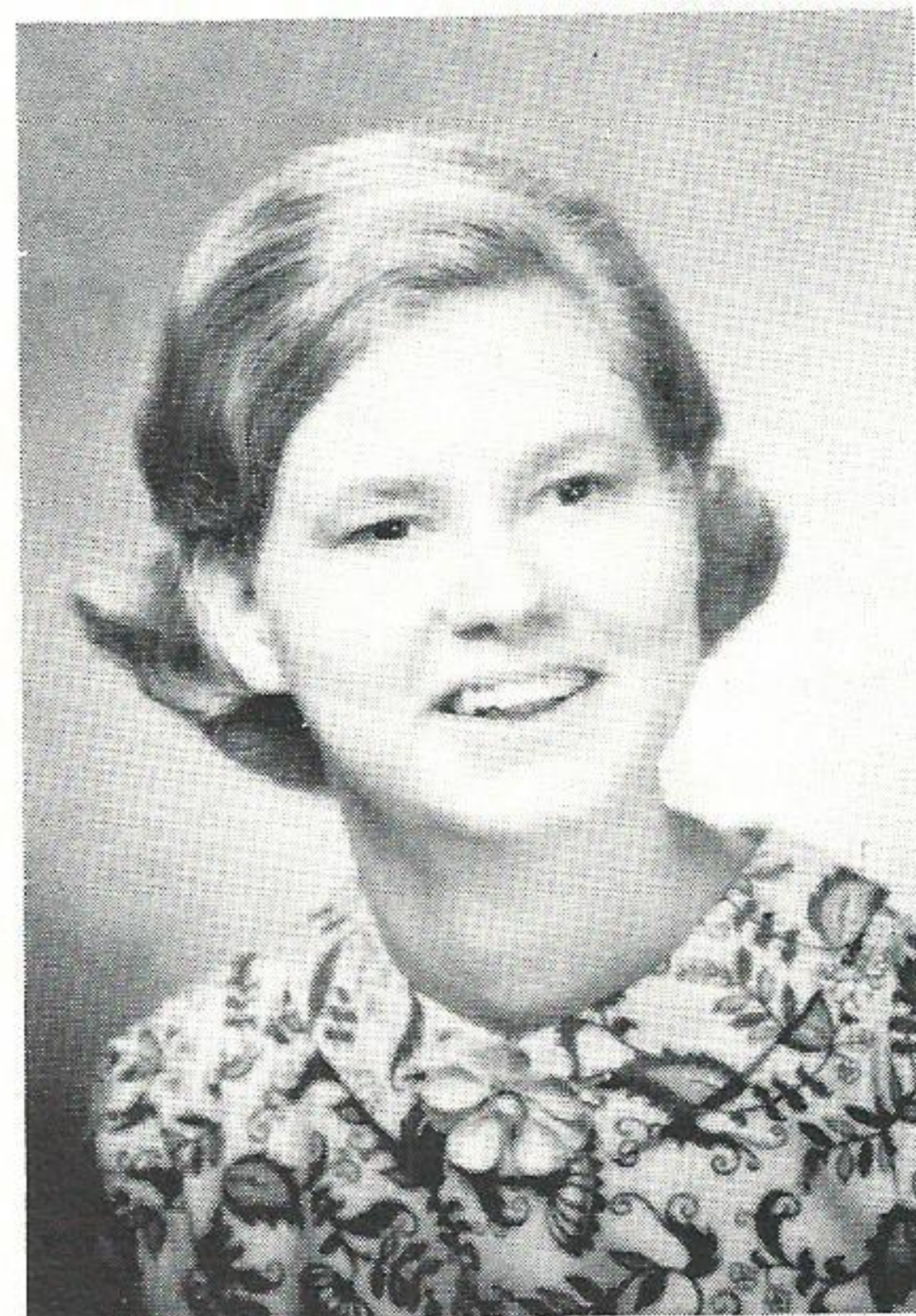
The new 580,000-kilowatt generator will raise Willow Glen's generating capacity to 1,542,000 kilowatts and will further bolster reliability and reserves of electric power for the entire system and for interchange with other utility companies.

Completion of the new addition to Willow Glen, along with other units under construction or on order, will increase our total generating capacity to 1,541,000 kilowatts.

Actual construction of the Willow Glen unit will begin Jan. 1, 1969, and is scheduled for completion in November, 1971.

In other action, the board declared quarterly dividends of 22 cents a share of preferred stock. Dividends will be paid Sept. 15 to shareholders of record Aug. 26, 1968.

Various construction items also were discussed and approved and action was taken on routine matters.



Mary Thompson, steno in Commercial Sales in Beaumont, recently spent her two-week vacation touring with a unique organization formed in the Beaumont area known as Operation Get Well.

Mary was among 25 young people from the Golden Triangle area of Texas who traveled more than 3,400 miles between July 15 and 26 entertaining servicemen at some eight hospitals and Army and Airforce bases across the U. S.

Among places visited by the group, were Kessler Hospital, Biloxi, Miss.; Portsmouth Naval Hospital, Portsmouth, Va.; Walter Reed Hospital, Washington, D.C.; Wright Patterson Air Force Base, Dayton, Ohio; Scott Air Force Base, Scott, Ill.; and Fort Leonard Wood, Fort Leonard Wood, Mo.

Operation Get Well was formed two years ago to send get-well cards to servicemen. This year the group decided to raise money and send live entertainment to the various hospitals and bases.

We are proud to have Mary as a member of the Gulf States family and Plain Talks commends her for a fine deed.

T & D Course Key to Growth, Progress

"Rapid growth and progress" are probably the two best reasons for taking the free T&D Home Study Course offered by the Company. If an employee wishes to make rapid strides within the Company he must keep abreast of changes in the utility industry due to its rapid growth and progress.

Since 1965 the Company has offered a three part course on the basics of the industry for employees wishing to broaden their knowledge of electricity, transmission, distribution, etc., at home on an afterhours basis.

Since inception of the Training Department coordinated program more than 430 employees have completed at least one of the course's three phases and 102 have completed it in its entirety.

Broken into three sections, the course takes a total of three years to complete. The Company supplies the three sets of workbooks needed as well as the textbook used, "The Lineman's and Cableman's Handbook."

The phases of the course are taken in succession beginning with volume one of the first year and moving through volumes two and three the next two years.

Completing the course this year is Edith Patterson, departmental clerk in Lake Charles T&D. She is the first lady to complete all three volumes.

"I really enjoyed it and I learned a lot of things that help me every day," says Edith. "I now can better understand what the men are talking about when they call in for materials."

Edith says she is not planning to enter a line crew but that after working in the line department for 7 years she was inquisitive to know more about so many of the things that went on around

her every day. "I'd recommend the course for all lady Gulf Staters," she said.

Edith says she feels the course was actually easier for her than for most of the men because they felt they knew the answers before they started and this often confused them.

"In my case every time I put down an answer it had to come straight from the book because I knew nothing about it except what I get out of the book," she says.

Earl Miles, meter reader at Denham Springs, La., has just completed volume one. "I had a pretty tough time of it, says Earl. "I think it would have been easier for me if I worked on a line crew."

Earl says he feels the course was very informative and that it gave him a better idea of how our business is run. Earl has already signed up for volume two.

J. D. Wiggins, district serviceman at Dayton, Texas, says that he would rec-

ommend all Gulf Staters take the course. He has just finished volume two and is planning to begin volume three in September.

"I found the whole course very interesting. They say a picture is worth a thousand words. I found this to be true for the very fine diagrams used in the course. They were very informative," he says.

Those taking the course are tested in two ways, first each lesson has a set of questions which must be completed and returned to the Training Department and, second, a test of approximately twenty-five questions is given at mid-term and at the end of the course.

All tests are graded and returned to the participants. A grade of 70 percent or above is considered passing.

Among topics covered by the course are such things as electric terms, magnetism, electrical drawings and diagrams, grounding methods, and URD construction.

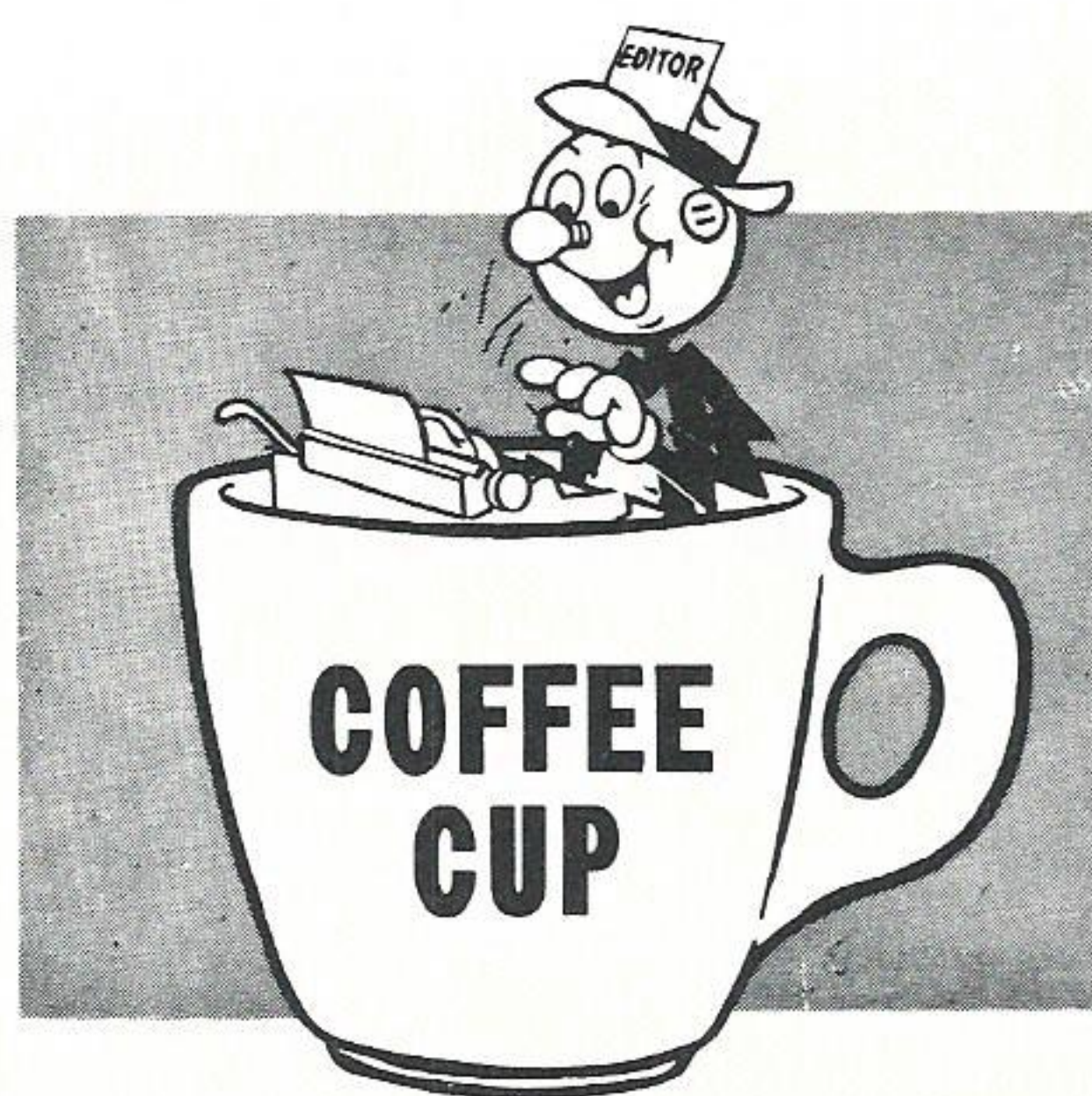
Each volume contains eighteen lessons and takes a total of nine months to complete. The course is begun in September.

Upon successful completion of each volume the student is presented a certificate.

The Training Department is presently accepting applications for September for persons wishing either to begin the first volume this year or to continue with volumes two or three. Deadline for enrollment is September 1, 1968. Applications for enrollment are available from either the general line foreman's office, the district or local superintendent's office or the Training Department in Beaumont at extension 311.



Edith Patterson, departmental clerk in Lake Charles T&D, was the first woman in the Company to complete all three volumes of the home study course.



CALVERT



Is it or isn't it — a fish, that is? This is what friends were asking Goree Matthews, superintendent in Calvert, Tex., when he proudly showed his catch after a recent fishing trip.

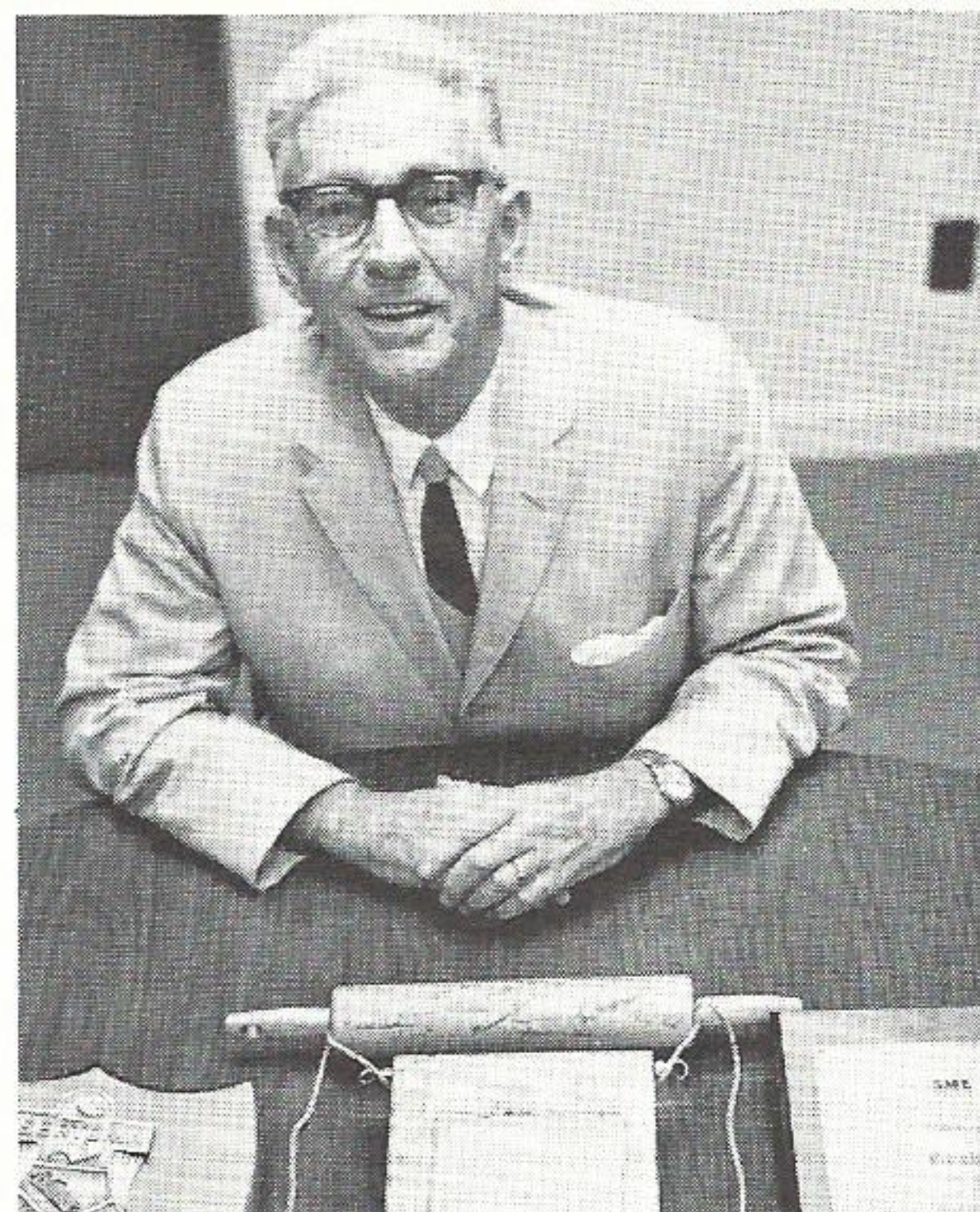
NELSON STATION

Congratulations to retiree Garland Strong on the birth of a grandson, John Holly Matthews III, July 9. Parents of the new arrival are Mr. and Mrs. John H. Matthews of Tyler, Tex. Mrs. Matthews is the former Martha Strong.



Pamela Sue Watson is the new Departmental Clerk for the Station. She replaces Jean Burk who was married August 3 and is planning to move to Fort Worth soon. Pam is a native of DeQuincey, La.

BEAUMONT



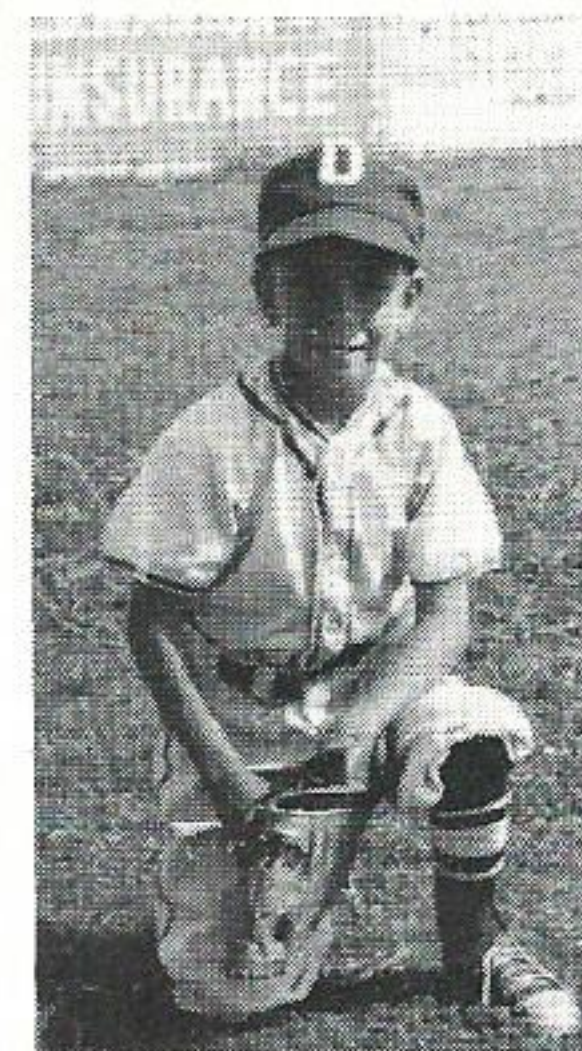
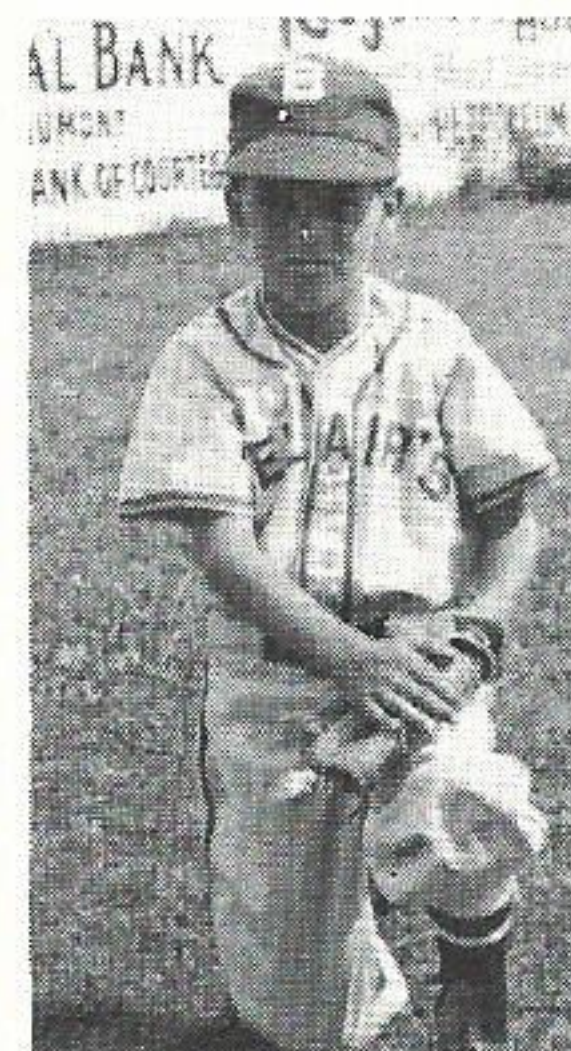
Victor Gayle, system superintendent of residential sales, had a busy week recently. In the last week of June he received the three awards displayed here. From left they are the Sertoman of the Year Award presented by the Sertoma Club of Beaumont, The Home Service Department's "Recipe for a Victor Gayle" presented as a special award by the department as their annual planning conference held in Beaumont, and finally the President's Plaque of the Beaumont Sales and Marketing Club for serving as the organization's president for the past year.

Louisa Kyles and Wanda Hurd are two new stenographers who joined the Steno Pool July 16 and July 18, respectively. Everyone on the tenth floor would like to bid them a hearty welcome. Louisa is from Prairie View, Tex. and Wanda just moved here from Longview, Tex.

Barbara Freman



"Ride 'em cowboy," cries John Stelly, 18, as little brother David Stelly, 12, tries out one of the bucking ponies used in the Jefferson County 4-H Club's Little Britches Rodeo held August 2, 3, and 4. The boys are sons of S. L. Stelly, system safety director.



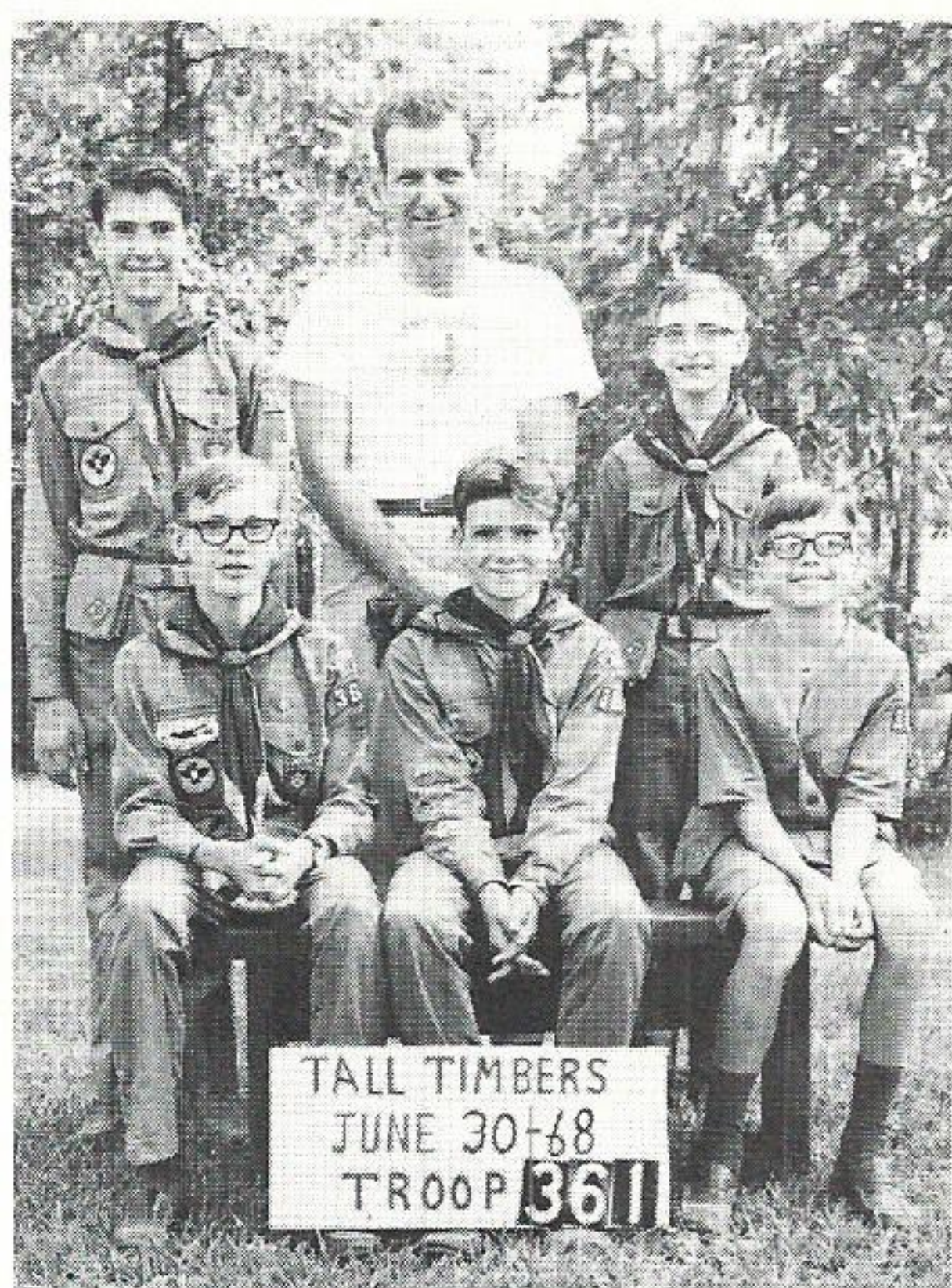
These two budding baseball stars are sons of Albert "Bobo" Faggard, staff accountant in the Treasury Department. Both boys played on championship Little League teams this summer.

At left is Stephen, 9, an outfielder with the "Belairs" of the Major League (Spindletop Post Little League). Andy, 8, is a second baseman with the "Drillers" who took top honors in the Minor League (Spindletop Post Little League).



Throughout the summer home service advisors hold cooking classes for youngsters across the system. There were some 33 participants at the recently held school above and among them were these five children of Gulf Staters. They are, from left, Linda Kay Shead, daughter of Emory Shead, Line Department; Judy Lauter, daughter of Gilbert Lauter, utility foreman at Conroe; Amy Mitchell, daughter of Ross Mitchell, Substation Department; Kay Richardson, daughter of Jim Richardson, sales superintendent; and Darlene Fowler, daughter of Betty Fowler, storeroom.

Dianne Ballard



Harry Stabler of the Meter Department is scoutmaster for Kiwanis sponsored Boy Scout Troop 361. Above is Harry with the members of his troop at Tall Timbers Camp Strake on a recent outing.

LAFAYETTE

Congratulations are in order for Jackie and Virgil Fuselier, sales supervisor, on the birth of their daughter, Dionne, July 1. Dionne is the third child for the Fuseliers, who have two boys, Drew and Grady.

Vacationers were Barbara Meaux, accounting customer clerk, her husband, Leo, and children, Mike and Tami, who visited Astroworld in Houston. J. J. Hopkins, line foreman, and his wife, Anne, toured the Ozarks and Smokey Mountains, Florida and the Gulf Coast. Earl Broussard, commercial sales representative, his wife, Marcel, and children spent a week vacationing at Earl's camp on Courtableau Bayou.

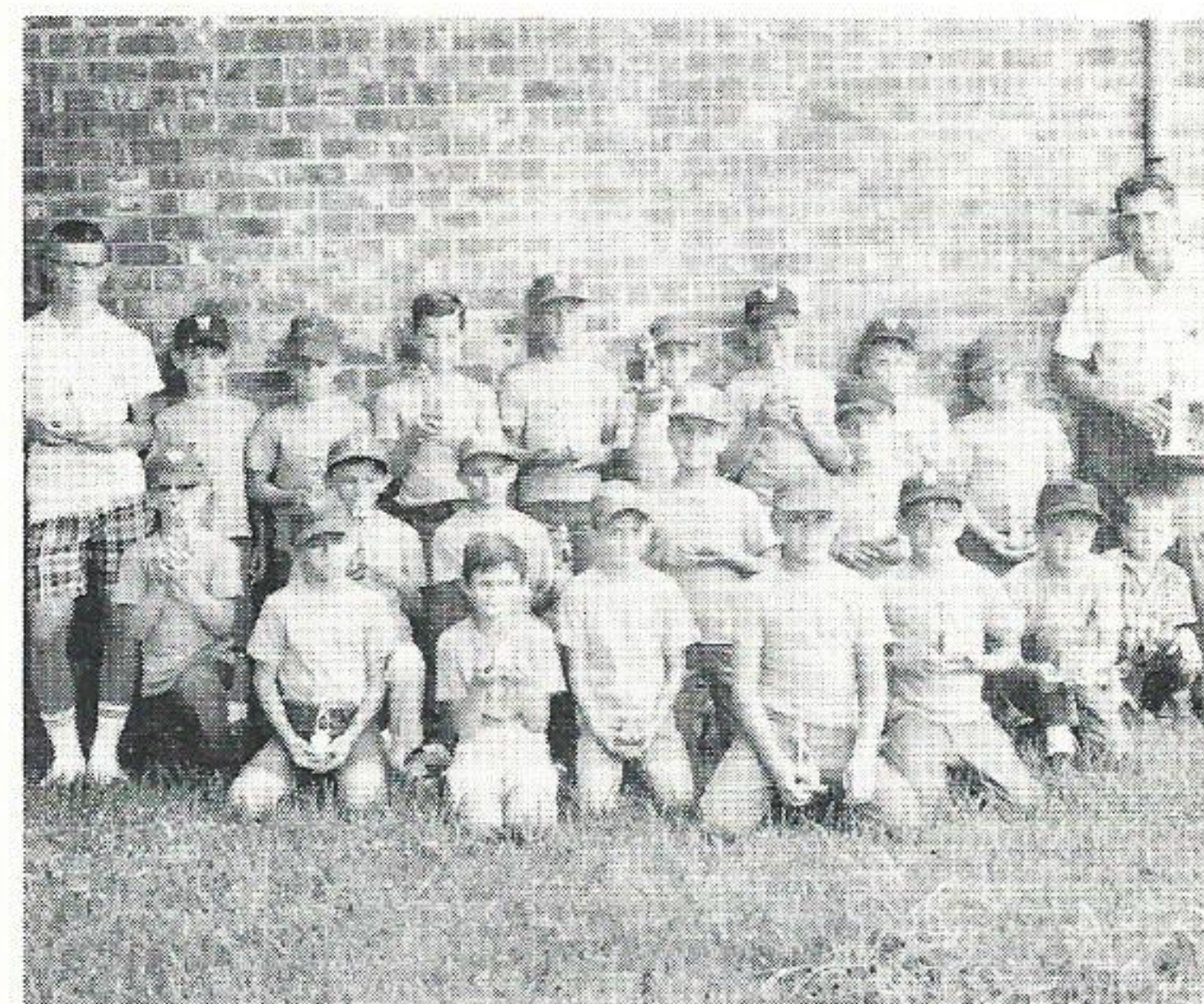
Bobbie Denais

GAS DEPARTMENT

An especially warm welcome to the following new employees Linda Cormier, Robert Kleinpeter, Charles West, Lionel Holliday, Henry Bradley and Carlton Wilcox, Jr. We're glad to have you.

Beverly Hayden

NELSON STATION



Daniel R. Blanchard and his Westlake, La., minor league baseball team proudly display the trophies awarded them as league champions. "Coach" Blanchard's team had a season record of 10 wins with only 2 losses.

Pamela Weston



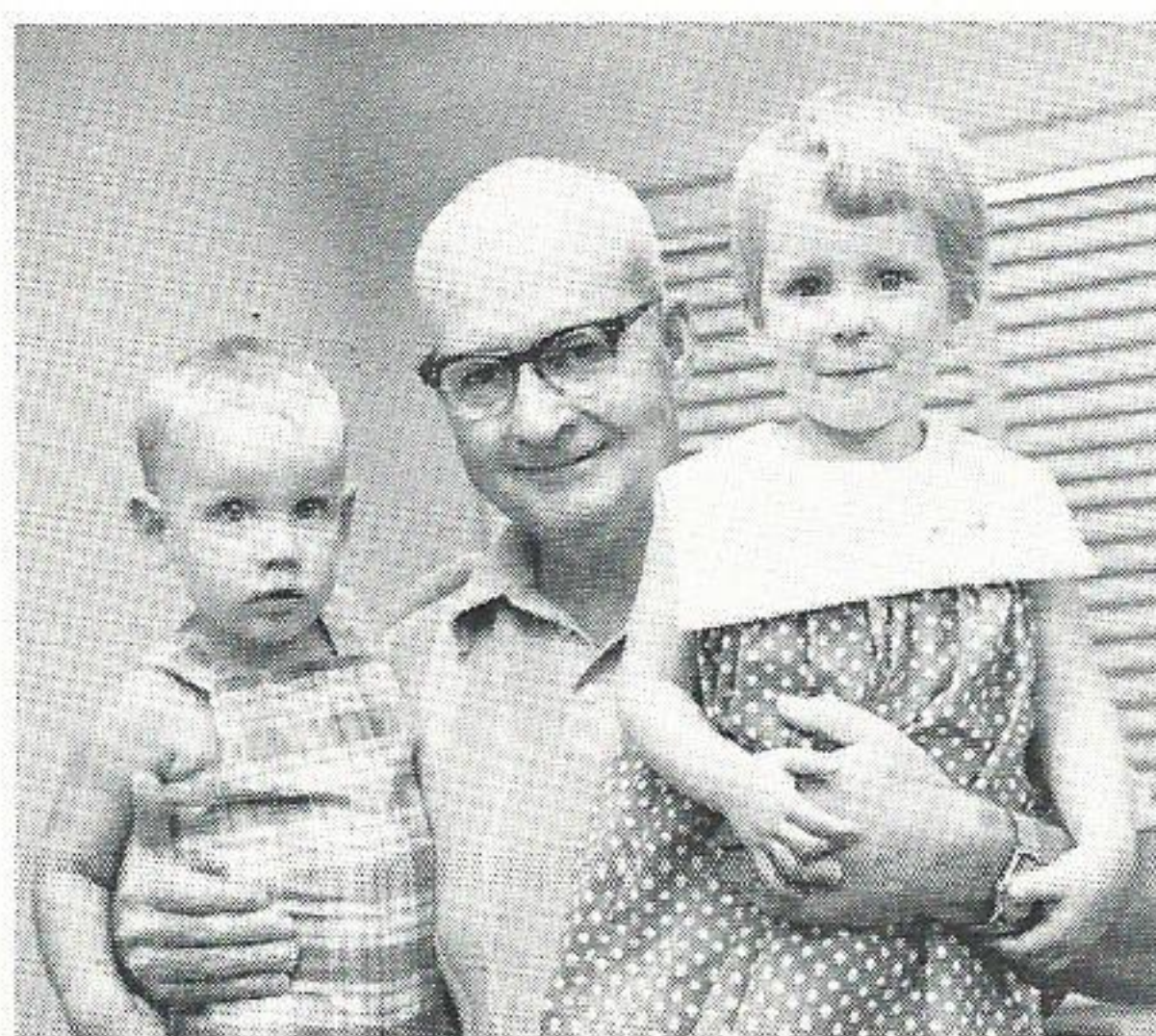
Home service advisors Marianne Nelson, left, and Becky Jones demonstrate the art of electric cooking to young future home-makers in the Midcounty office of the Port Arthur Division. Among the topics covered Aug. 15 were simple meal planning, basic cooking, use of the electric range, etiquette, push-button grooming, kitchen planning and home lighting. It is all part of the Total Electric Living concept in the Food & Fun For Everyone program.



Carolyn Derouen, departmental clerk in the Scheduling Department, brought this old "Customer's Deposit Slip" to the office recently. Carolyn's grandfather, John Van Oostrom of Nederland, Tex., was looking through some papers in an old safe he hadn't opened since about 1930 and ran across the slip dated September 2, 1925.

Mr. Oostrom made a deposit of \$5 to the Eastern Texas Electric Company, one of our predecessors, 43 years ago at Nederland and received the slip in return.

Carolyn says her grandfather wouldn't part with the deposit slip but if he would cash it in it should be worth \$22.20 at the 8 percent per year interest rate guaranteed on the face of the receipt.



W. T. Ricks, purchasing agent, had a surprise visit during his vacation this month from his two grandchildren, Ryan and Robin. They are the children of Mr. Ricks' son, Jimmy, and his wife, stationed with the Navy in Maryland.

Darla McMurray

David and Kenny McCurtain, sons of Ward McCurtain, director of Accounting Operations, have been showing quite a bit of athletic ability recently. David, 14, won the second flight with a score of 81 in the recent Port Arthur Optimist Club Junior Invitational Golf Tournament, and Kenny was chosen as an alternate to the West End Little League All Star Team.

"I'm really proud of Kenny for making the All Star team but David's golf game is getting so good I'm afraid I'm going to lose a golf partner," says dad. "He beats me by two strokes on every hole and I slow him down too much."

Rebecca Payne



Margaret Harris, daughter of Ray Harris of the Engineering Design Department, takes a seat at the rear of an airplane in preparation for a training flight with the Beaumont Downtown Optimist Composite Squadron of the Civil Air Patrol.

Members of the organization pictured here recently flew to Amarillo, Tex. to attend the Texas Wing (CAP) Cadet Encampment July 28 through August 3. Jet aircraft orientation flights were held for the cadets in attendance. In the photo from left are John Wescott, Miss Harris, Charles Coffey, Gay Crocker and Mark Kramer.

Lynn Hardy, departmental clerk and formerly Plain Talks reporter for the second floor, has been transferred to the Tax Department.

Becky Payne

BATON ROUGE



The Ladies of the Accounting Department, above challenged the ladies in the Credit Department to a softball game July 3, and made good on their claim of athletic superiority to the tune of 25 to 7. Glenda Ammons was the winning pitcher and Laura Dupree twirled for the losers.

The victorious Accounters are (standing) Mary Ann Powers, Glenda Ammons, Betty Smith, Sharyn Evans, Mary Holden, Mary Ann Parish, Maxie Fair and Dianne Jordan. From left seated are Barbara Hyatt, Lois Holden, Beth Erskins and June Oliver.

NAVASOTA



Curtis Gideon, T&D, stands proudly at top left with the 1968 Champions of the Little League which he coached. Mr. Gideon had the added honor of managing the Navasota Little League All-Star Team.



W. L. Cazes

W. L. Cazes Wins Stock

Appl. Repair Foreman Solves Auntie's Dilemma

WL. Cazes, appliance repair foreman at Baton Rouge, has been chosen by the judges to receive a share of Gulf States Common Stock for his outstanding solution to the problem appearing in this space last month.

As you may recall, last month a rather perturbed "auntie" called on all Gulf Staters to explain to her why she was given a demonstration of a new refrigerator by one of our sales personnel and then told that we did not sell refrigerators.

In auntie's own words "... it's pretty silly to show me a refrigerator and give me the whole sales pitch and then, just as I'm ready to write a check, tell me you don't sell refrigerators."

Here's how Mr. Cazes solved Auntie's dilemma:

Auntie, from the tone of your voice at the very beginning of our conversation. I know someone had angered you. That is why I listened very patiently while you unloaded your burden to me.

Let me try and explain to you why our sales lady could not sell you that refrigerator.

Auntie, our company policy is very friendly,

AUNTIE, our company policy is very friendly, liberal and helpful to appliance dealers in our service area. We are very glad to display appliances for our dealers on our sales floor and to furnish sales people to tell you, and all of our customers, the wonderful features of beautiful, modern home appliances.

You see, Auntie, our sales floor has much more customer traffic than many appliance dealers have because of the great number of home owners that

come by to pay their power bill. Now, you can understand what a great aid our company is to our friends in the appliance business. We want them to sell the appliances. We don't wish to compete with them. Our business is power.

I am very sorry that our sales lady did not explain to you from the very beginning that she could not sell you the refrigerator, but that she could only aid you in making up your mind which one you would like and then tell you that the one you wanted was available across the street at Bagel's Department Store.

AUNTIE our company is made up of nearly 3,000 people, the finest we can find, and in your eyes, and the eyes of all of our customers, we as individuals are Gulf States Utilities Company. All of us want only to be good helpful citizens and to give our customers the finest, most dependable service possible.

★ ★ ★

Plain Talks was quite gratified at the number of good entries received for this month's contest. We thank everyone who entered.

The judges really had a tough time deciding on a winner. Your entry probably came quite close to copping the prize.

If you didn't win this time try again next month. There will be a brand new problem and a brand new share of stock for the winning entry.



Employee Benefits

Group Life Insurance

EACH regular, full time employee is automatically entered into the Group Life Insurance Plan after six months of continuous employment. Payroll deductions amounting to about one-half of the monthly premium are begun automatically with the Company providing the other half.

The policy, administered under terms of an agreement between GSU and the Travelers Insurance Company, provides each employee with approximately double his annual base wage or salary in term insurance. Overtime and bonus pay is not included in determining the annual salary or wage.

THE following chart shows how much insurance is carried on each employee and the monthly deduction:

I	Less than \$1,200		\$ 1,500	\$ -0-
II	\$ 1,200 but less than	1,440	2,000	.20
III	1,440 but less than	1,920	3,000	.60
IV	1,920 but less than	2,400	4,000	1.00
V	2,400 but less than	2,880	5,000	1.40
VI	2,880 but less than	3,840	6,000	2.00
VII	3,840 but less than	4,800	8,000	3.00
VIII	4,800 but less than	6,000	10,000	3.80
IX	6,000 but less than	7,200	12,000	4.60
X	7,200 but less than	8,400	14,000	5.40
XI	8,400 but less than	9,600	16,000	6.20
XII	9,600 but less than	10,800	18,000	7.00
XIII	10,800 but less than	11,900	20,000	7.80
XIV	11,900 but less than	13,000	23,000	9.00
XV	13,000 but less than	14,000	26,000	10.20
XVI	14,000 and over			

For employees with an annual salary of \$14,000 or more, additional amounts of insurance shall be in multiples of \$1,000 up to a maximum of \$50,000, but not exceeding 200% of annual salary or wage. The monthly contribution for this additional insurance shall be 40¢ per \$1,000.

As your earnings increase moving you into a new bracket, the amount of your coverage is auto-

matically increased the first of the following month. Your deduction will increase the same month you receive the added coverage.

SHOULD you die from any cause while insured under the plan, your designated beneficiary will receive the full amount of your insurance. Also, a new beneficiary may be designated at any time. This is most important but is quite often overlooked by the employee.

No medical examination is ever necessary.

If you enter military service, your insurance terminates 120 days after you leave active employment with the Company. This coverage is free to you. Your insurance will be reinstated when you return to work.

If your employment terminates for any reason other than death, your insurance terminates on the same day. You may, however, convert your group policy to an individual policy within 31 days after leaving the Company without having to take a medical examination. Rates will be based on your age at that time and the policy selected.

If you should die during the 31-day period after termination of employment, your beneficiary will be paid the full amount of your insurance coverage at the time of your termination.

SHOULD an employee become permanently and totally disabled prior to age 60, the amount of his life insurance will be paid to him in installments.

Upon retirement a new amount of insurance is figured on the basis of the chart above using as the "annual salary or wage" the sum of the annuitant's retirement annuity paid under the Company's Retirement Plans plus his primary benefits under the Federal Social Security Plan. After retirement the Company pays the entire premium.



TRAGEDY!

The magic of growing up is wonderful to behold, and it's important that as parents we take advantage of all opportunities to teach our youngsters the safe way to do-it-themselves.

While protecting small children from major dangers, we must expose them skillfully to minor ones. Their safety in the years that follow will depend upon their having learned that matches can burn, that not all liquids in bottles are good for them, that pins are sharp, etc.

"At a very early age the child must be continually protected," Dick Winsor of the National Safety Council's Home Department points out. "But from approximately the age of three this protection should gradually be replaced by education."

The reason some adults constantly suffer minor or major accidents, can often be traced to their failure as children to learn safe conduct. This behavior, like any other, is largely established before the age of four.

We should strive to give our children the desirable balance of curiosity and caution, impetuosity and forethought, experience and the urge for new experience.

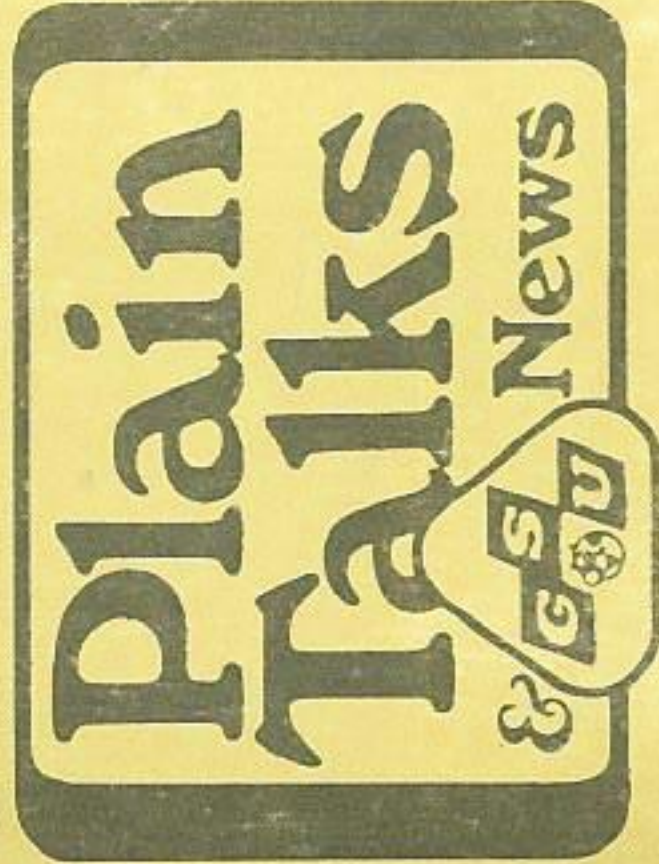
From all this the child should learn to weigh causes and to estimate their probable effect.

One of the most important ways for you to educate your children is by example. Children are the great imitators. They play "mommy" and "daddy" quite accurately and are very likely to copy your safe or unsafe behavior along with the rest.

It is the repetition of these play experiences that helps to form the habits that protect or expose them throughout life.



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